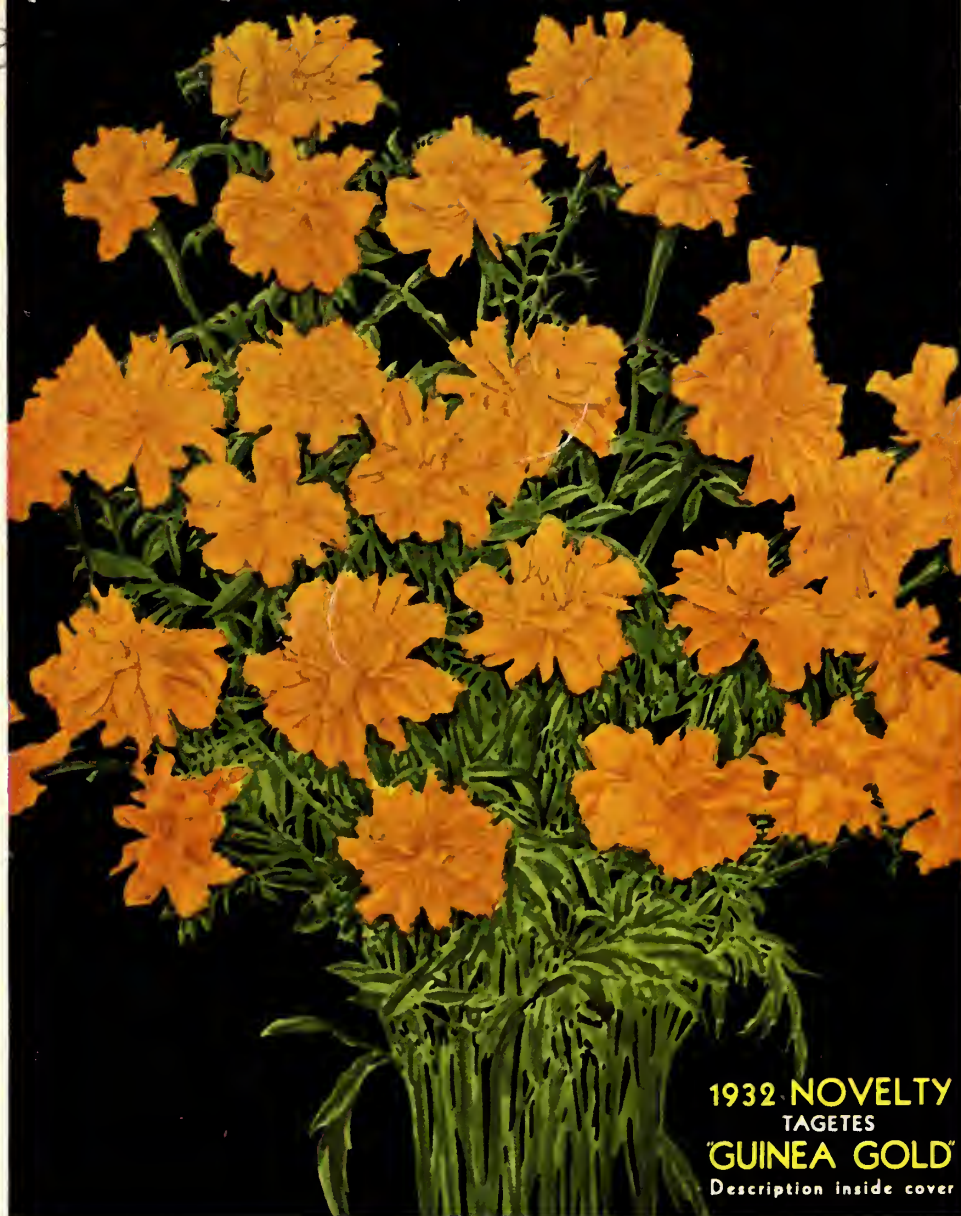


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1932 NOVELTY
TAGETES
"GUINEA GOLD"
Description inside cover

AMERICAN BULB COMPANY

CHICAGO • NEW YORK

IMPORTERS AND GROWERS

Wholesale Price List for Florists

Seedsmen and Nurserymen

AMERICAN • EUROPEAN NOVELTIES

SPRING EDITION

19



32



Zinnias "have arrived"

and the "Bodger California" introductions listed alphabetically in this book are now practically indispensable to the florist trade for cut flowers as well as for home garden planting. They provide an unsurpassed showing most anywhere. Our list is very complete.

New Cut Flower Zinnia---"Scabious Flowered"

(Illustrated Opposite)

This new Zinnia is entirely different to all the other Zinnia classes. The plant reaches a height of about 40 inches and is of abundant flowering. Its value is largely in the form of the flowers, as the outer ring consists of long petals, whereas the center shows many small flowers, which at first sight have a great likeness to the Scabiosa family. We believe this new type will prove valuable for cutting.

Tr. Pkt.....50c
Oz.\$3.00

A NEW
CUT FLOWER
DESIRABLE

TAGETES "GUINEA GOLD"

A. B. C. Introduction.
Illustrated on Front
Cover of This Book.

This is a very distinct type of Tagetes, of graceful pyramidal habit, growing 2½ to 3 feet high, and producing 30 to 40 flowers to the plant, 2 to 2½ inches across of a brilliant shade of orange flushed with gold. Unlike the ordinary African Tagetes, this new variety produces no single flowers, but practically 100 per cent semi-double and double.

This new sort has proved to be a most desirable cut flower and a shade that "Mrs. Flowerbuyer" will undoubtedly keenly appreciate.

"Guinea Gold" has created somewhat of a sensation in the Chicago cut flower centers the past season and has realized surprisingly high prices in a much depressed market.

"Guinea Gold" is recommended both for "under glass" culture (grown cool) as well as for outdoors.

Do not fail to make at least a nominal planting of this valuable novelty, both for early and late summer bloom, as well as to recommend same to your home garden friends.

Seed supply limited, therefore we suggest early orders.

Price:

Tr. Pkt.\$1.00
½ Oz. 3.00
Per Oz. 5.00

NEW CUT FLOWER ZINNIA—"SCABIOUS FLOWERED"

WHOLESALE PRICE LIST

FOR FLORISTS, SEEDSMEN AND NURSERYMEN

ABC SPECIALTIES

"SUPREME" QUALITY FLORISTS' FLOWER SEEDS
 BEGONIAS CALLAS CANNAS
 GLADIOLUS (Annual Output Over 8 Million Bulbs)

DUTCH BULBS
 JAPANESE AND AMERICAN LILIES
 FREESIAS TUBEROSES
 IMPORTANT FLORISTS' REQUISITES, ETC.

TEXAS GROWN EARLY FLOWERING NARCISSUS
 BAMBOO CANE STAKES
 FERTILIZERS INSECTICIDES

QUALITY MEANS MUCH TODAY

Close students of the horticultural situation in this country are a unit in their conclusion that "QUALITY STOCK" as against "the common run" means today the difference in profit to the grower and comparative eclipse to those who will not accept this fundamental fact. Trade paper market reports for the past year fully qualify this belief. The American Bulb Co. will continue to supply "basic stock" that will insure "QUALITY PRODUCT" under reasonably normal conditions. Also, we are not unmindful of the importance of keeping our prices as low as it is practicable without reducing grades, and quotations in this book will, we believe, be found to conform to the existing economic situation that confronts the trade at large. "We can and will supply you to advantage."

We wish to take this opportunity to thank our many friends and clients for their past patronage and hope for continuance of their favors. Awaiting your valued commands, we remain, Faithfully yours,

AMERICAN BULB CO., Per A. Miller, President.

TERMS OF BUSINESS

ROUTING Please give explicit shipping directions with each order, giving name of Freight, Express and Post Office stations. If no directions are given, we will use our best judgment, but all goods travel at purchaser's risk.

DISCLAIMER The American Bulb Company gives no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds (bulbs or plants) it sells and will not be responsible for the crop.

If the customer does not accept the goods on above terms, he must return them at once, and money will be refunded or proper credit given. We exercise, however, the greatest care to fill our orders with the highest **quality** possible, as it is our constant aim to give our customers fullest satisfaction.

DISCOUNTS On bills for Flower Seeds, Bulbs and Plants a discount of 2 per cent for payment 10 days from date of bill may be deducted; 5 per cent cash discount is allowed on all orders of Flower Seeds; 3 per cent on Bulbs when remittance accompanies the order, except items specially quoted or priced. All other goods are strictly net, as are also

bills for goods supplied under special quotations unless otherwise agreed upon.

PARCEL POST We will be pleased to send such items as can be mailed by Parcel Post; customers to remit for postage. **We do not deliver any goods free at Wholesale Prices.**

PRICES This list cancels all previous offers.

Unknown correspondents desiring to open an account will please furnish three references to parties in the trade with whom they have had credit relations, and sufficient time to investigate same; otherwise cash must accompany order.

Goods desired C. O. D. must be accompanied by a partial remittance to guarantee acceptance. No perishable stock will be sent C. O. D.

All goods are offered subject to crop failures, shortages or other causes beyond our control and to being unsold on receipt of order, and we reserve the right to advance prices without notice.

Early Orders Will, We Believe, Prove Mutually Advantageous

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 President

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 Vice-President



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 Bogardus 4-7257-7258

A. B. C. Headquarters for Petunia Seed

"Special Florists' Varieties"

(See alphabetically arranged flower seed pages in this book for our complete listing.)



DOUBLE LARGE FLOWERING PETUNIA

A. B. C. Special "Seed Producing" Mixture (Shepherd's Strain)

Unquestionably the choicest strain of double mixed Petunias in existence. Tr. Pkt. \$1.75 5 Tr. Pkts. \$8.00

THEODOSIA

The "Queen" of Petunias

Unsolicited Testimonials from Some of Our Customers

American Bulb Co.,
Gentlemen: Galion, Ohio.

Our petunias this season, "Ruffled" and "Theodosia," from your seed, were a sight to see—consequence, could have easily sold as many more.

Yours,

(Signed) C. H. HELFRICH.

American Bulb Co.,
Chicago, Ill.,
Dear Sirs:

Your petunias are certainly a knockout, especially "Theodosia." We had over three thousand petunias all from A. B. C. seed, and at this date, May 24th, we have not a single one left for Memorial Day. The retail price these petunias are bringing is 35c from 4-inch pots, which beats geraniums to a standstill. Petunia seed from A. B. C. for me always.

Yours truly,

(Signed) JOHN HAUPRICHT,
Station C, R. 3, Box 268, Toledo, Ohio.

Scipio, Ind.

The "Theodosia" Petunia is par excellence, the best in size, the finest in color, the prettiest in form, grows in pot or bed, not too large in growth nor small in size. Just right. Will please the most fastidious.

(Signed) W. L. WILSON.

NOTE: We supply originator's true strain of "Theodosia." There is no substitute for this exceptional variety.

Tr. Pkt. . . \$1.00 3 Tr. Pkts. . \$2.50 1-32 Oz. . \$3.50 1-16 Oz. . \$6.00

SEE ALPHABETICALLY ARRANGED PAGES FOR GENERAL LIST OF PETUNIAS.

A. B. C. "Supreme" Quality Florists' Flower Seeds!

Specializing Exclusively in This Line to the Florist Grower from Coast to Coast

With all due modesty we may rightfully claim that we have been greatly instrumental in bringing to florists some of the outstanding introductions of recent times. Among these are included many forcing varieties of snapdragon (Jennie Schneider, Roman Gold, Sunburst, Sunshine, Winter King); a calendula which was a veritable "lifesaver" to many growers ("Sensation"); two petunias which promise to be favorites for years to come (Theodosia and A. B. C. Double Seed Producing Mixture); and also many other novelties which include Asters, Cyclamen, Larkspur, Sweet Peas, Zinnias, etc.

In this connection we might state that the seeds listed herein are represented by "IMPROVED TYPES" which have been produced for us by specialists in their respective lines. We aim to keep in close touch with the various markets of the U. S. A. and which enables us to "sense" the demand for those items produced from flower seed which are in popular demand.

"Making Hay While the Sun Shines"

The production of Asters, Antirrhinum (Snapdragon), Larkspur, Petunias, Salpiglossis, Stocks, Zinnias, etc., has become a real and very profitable business with many florist growers, especially those located in suburban towns. In the supplying of mentioned kinds and many other annuals either direct from seed flats or from 2 1/4-inch pots for home garden planting, flower lovers are "hungry" for high class stock such as you can produce from A. B. C. "SUPREME" Flower Seeds, and which they cannot obtain from "secondary quality" strains secured from the corner grocery or hardware store, and when "Mrs. Jones" realizes the results from planting real "honest-to-goodness" quality she will more than likely indicate to friends her basis for the success she has obtained and source of supply of plants used to accomplish such. You, thereby, secure "A DOUBLE ADVANTAGE." Firstly, a good profit on plant sales, and secondly, a "TALKING ADVERTISEMENT" FOR YOUR ESTABLISHMENT, as well as an enhanced reputation for supplying "QUALITY STOCK."

SPECIAL NOTE: 5% discount on all orders for flower seed when accompanied by cash.



"Supreme" Quality



Flower Seeds



1932 Novelties and Worthy Late Introductions for the Florist



AGERATUM—BLUE CAP

AGERATUM—Blue Cap

(See illustration)

Undoubtedly the best dwarf Ageratum yet offered. The flowers are much larger than those of Little Blue Star and of a deeper and richer color. The foliage is small and the plants have the appearance of miniature domes, so that it is quite the beau ideal for edgings to flower borders. Trade Pkt. 35c

*ASTER SUBCOERULEUS—Wartburg Star

(See illustration)

A new giant-flowering race of these popular single-flowered Spring Asters. The bright lavender blue (12 ga) marguerites with yellow centers measuring more than 4 inches across, are borne on stalks 28 inches long and appear in flower even earlier than those of the well-known varieties Artemis, Apollo, floribundus, etc., at the same time as the Aster alpinus superbus. Used alone or with white marguerites and Gaillardias in flower at the same time, this giant light blue Aster is extraordinarily effective for vases and table decorations, etc., and is especially acceptable during the end of May and June, when other long stalked cutting flowers are scarce.

Tr. Pkt. 35c



ASTER—WARTBURG STAR

SURPRISE ASTER—

Golden Salmon

(See illustration)

Pure salmon yellow, becoming a brilliant salmon rose when full grown. Flowers measure 3 inches across and will remain fresh for two weeks after cutting. Blooms resemble Paeony flowering types, begin to bloom in July and continue until late Fall.

Tr. Pkt. 50c

Three Pkts. for. \$1.25



ASTER—GOLDEN SALMON

AMARANTHUS

Stately annuals with showy, brilliant colored foliage.

Molten Fire. Finest and showiest of all Amaranthus with bronze foliage crowned with a head of glowing fiery scarlet. Introduced by the late Luther Burbank. Truly a most outstanding ornamental plant.

Trade Pkt. 50c; 1/4 Oz. \$1.00

NEW ANTIRRHINUM (Snapdragon) MAJUS—

(Tall Flowering) Autumn Glow

(See illustration on page 9)

Autumn Glow is a lovely new Snapdragon and highly recommended for outdoor culture. Autumn Glow can be best described as a beautiful old rose, strongly shaded terra cotta, with a golden lip. The general color giving the effect of soft autumn tones.

Trade Pkt. 35c

ANTIRRHINUM—Tom Thumb "Pinkie"

In this delightful little plant the charming bright rosy pink flowers are larger than in most Tom Thumb varieties and the plant being of very even habit renders it excellent for bedding and edgings. In height it does not exceed 6 to 7 inches and is extremely free-blooming. In our experience it comes exceptionally true from seed.

Trade Pkt. 35c

SNAPDRAGONS

For Forcing

(See page 8)

Our list contains every worth while kind
for the florist.

NOTE: All of the above are treated as Annuals, excepting kinds marked thus (*), which are Perennials.

TAGETE'S "GUINEA GOLD" EXCEPTIONAL FOR CUT FLOWERS



"Supreme" Quality



Flower Seeds



1932 Novelties and Worthy Late Introductions for the Florist

ASTER GIANT CALIFORNIA "SUNSHINE"

Aster Giant California Sunshine, originated by Howard & Smith, of Los Angeles, last season, undoubtedly is the finest cut flower Aster novelty introduced for many years. It is a cross between California Giants and the dwarf Sunshine Aster. Plants of this new race grow three feet high and bear blossoms on long stems, making them fine for cutting. Individual blooms are enormous, four and five inches across. In color the lovely dual-tone effect is wonderful, with the disk a lovely light yellow and the encircling guard petals varying shades of pink, apple blossom, deep rose, blue and lavender, producing most beautiful color contrasts.

One will be at once impressed and delighted with the striking beauty of this new Aster. The flowers exhibit all the grace and beauty of the single Aster, greatly enhanced by a cushion center of tiny quills of a contrasting color. The delicate beauty and high value of this Aster is hard to describe. Mixed colors. Tr. Pkt. 75c 3 Tr. Pkts. \$2.00 1/4 Oz. \$1.75

ASTER "HERCULES"

A New Color in Double Flowered Cut Flower Asters

Bright Blue. A color seldom seen. By far the finest blue yet produced in Asters. Of this splendid midseason type everybody will be surprised at the lovely color of which no flower establishment can do without. Tr. Pkt. 35c



NEW BEGONIA—"ENCHANTRESS"



NEW CUT FLOWER ASTER, GIANT CALIFORNIA—"SUNSHINE"

CALLIOPSIS Coreopsis "MAYFIELD GIANT"

This very fine perennial Calliopsis, of Australian origin, is a considerable advance on any strain yet introduced of this highly ornamental and very useful flower. It produces a taller and more vigorous plant than the type, with longer and firmer stems and larger individual blooms, of which the ray petals are broader and form a more perfect corolla. The color is the same familiar yellow, if anything a shade more intense. Both for the border and for cutting we can strongly recommend this excellent new strain. Tr. Pkt. 35c

BEGONIA "ENCHANTRESS"

A new Begonia of great value to the florist. Of compact growing habit; pale green foliage; flowers large and of bright pink color. Unusually free flowering. Tr. Pkt. 75c (See illustration.)

CALIFORNIA "SUNSHINE" ASTER, A STRIKING CUT FLOWER



1932 NOVELTIES AND WORTHY LATE INTRODUCTIONS FOR THE FLORIST



CALCEOLARIA HYBRIDA—"MULTIFLORA NANA"

CALCEOLARIA HYBRIDA— "Multiflora Nana"

(See illustration).

Modern fashion often prefers small and richly flowering plants to those with larger blooms—Cineraria nana multiflora swept all before it and there is no reason why Calceolaria multiflora should not do likewise. The average size of the blooms is only 1½ inches, but the amount of flowers produced is unsurpassed. The color scheme is extraordinarily gay and full of contrast. The yellow shades—lemon, gold, orange—are adorned with fine brown spots; the brown, orange copper, copper brown, copper scarlet, crimson, scarlet are very striking. An assorted group of these shades is most effective, while a single specimen, 10 to 12 inches high, makes an ideal market plant.

Tr. Pkt.\$1.00

DELPHINIUM ELATUM—

"Iceberg" (Perennial)

This is the first white perennial Delphinium which comes true from seed. It belongs to the elatum class and grows 48 inches high. The 20-inch long spikes are thickly covered with large pure white blooms. These plants are especially noted for their strong, healthy growth; they flower from June to August. In the second year when the plants are fully grown the big white spikes are particularly beautiful and form an effective contrast to dark and pale blue varieties. The Iceberg seedlings will be the starting point for creating splendid new varieties, since although great progress has been made with all blue shades of Delphinium, there is no useful white variety beyond Moerheimii.

Tr. Pkt.50c



DELPHINIUM—A. B. C. "KING" HYBRIDS

NEW DELPHINIUM HYBRIDS—"King" (Perennial)

(See illustration).

This new strain is the result of a cross between Lemoine and Wrexham Hybrids, foliage being more refined than that carried by Wrexham Strain and the colors and shades are particularly applicable to cut flower purposes.

Tr. Pkt. ...\$1.00 ¼ Oz. ...\$1.50 Oz. ...\$5.00

OSTRICH-PLUME CELOSIA, HEATHERDELL (Annual)

Great trusses of elegantly feathered and handsomely interlaced plumes, so strikingly beautiful that they compel immediate and lasting admiration whether you grow them outdoors or in pots. This exceptional new variety made quite a "hit" in the New York cut flower market the past season, especially as a pot plant. Much appreciated as a cut flower, too. Red and pink or yellow shades.

Tr. Pkt.\$1.00



OSTRICH PLUME CELOSIA—"HEATHERDELL"

GAILLARDIA GRANDIFLORA

—"Burgundy" (Perennial)

(See illustration).

The shining wine-red blooms (about 2½ inches in diameter) are produced liberally on long stems by the bushy plants 2½ feet high. They flower from June until the autumn and if sown in March blooms will appear the same year; an autumn sowing produces abundantly flowering plants next summer. 60 to 70 per cent pure red flowering plants can be counted on. Burgundy Gaillardia is most effective both in the perennial borders and when cut. "Burgundy" is a most agreeable addition to the Gaillardia family. Tr. Pkt.50c

A. B. C. "DE LUXE"
The Last Word in
Pansy Mixtures



GAILLARDIA GRANDIFLORA—"BURGUNDY"

SWEET-SCENTED DOUBLE NASTURTIUM, "GOLDENGLEAM," A DESIRABLE CUT FLOWER.

1932 NOVELTIES AND WORTHY LATE INTRODUCTIONS FOR THE FLORIST



NEW HOLLYHOCK DOUBLE "IMPERATOR"

GYPHOPHILA—"Pacifica" (Perennial)

Rose colored; begins to flower when the paniculate varieties have passed. Excellent for cutting.

Tr. Pkt. 50c Oz. \$3.00

HOLLYHOCK—Double "Imperator"

(See illustration)

The coloring includes various tints of great beauty, such as cerise salmon with center of cream reflecting rose; delicate pink with center of rose flushed yellow; light yellow flushed rose with canary yellow center; but there are many other charming combinations of different tints. The plant branches from the base, forming a majestic clump, and the lateral stems can be utilized in vases for decorative purposes. This splendid new Hollyhock can be relied on to come quite 80 per cent true from seed.

Tr. Pkt. 50c Oz. \$1.75

NEW SWEET SCENTED DOUBLE NASTURTIUM BODGER'S "GOLDEN GLEAM"

(Illustrated and Described Below)



DOUBLE SWEET-SCENTED NASTURTIUM—
"GOLDEN GLEAM"

(A very worth-while novelty) Bodger's New Double-Flowered Sweet - Scented Nasturtium "Golden Gleam". The plant forms a vigorous, large bush which throws out short runners, averaging 18 inches. The large, golden-yellow flowers average two and one-half to three inches across. They are borne on erect, stiff stems six inches in length.

When well-grown these flowers have the appearance of a fully double flower, and are most attractive. An ordinary sized bouquet, when allowed to remain in a room for a short period of time will fill the room with fragrance. Equally desirable for greenhouse or open ground culture.

Tr. Pkt. 25c
1/2 Oz. 60c
Oz. \$1.00
1/4 Lb. \$3.50

TAGETES "GUINEA GOLD"

Is Especially Recommended for Cutting. (See Front and Inside Front Covers.)

This new variety made a real "hit" in the Chicago cut-flower market the past season.

ODONTOSPERMUM SERICEUM

(Familiarly known as "Flowerbush")

From the Canary Islands comes a novelty, known as little in Europe as in the United States so far, named botanically *Odontospermum Sericeum* and, familiarly, flowerbush. It is low-growing, copiously covered with blooms. The flowers' are golden, two to three inches across, while the foliage is silky and silver green. Cultivation of the plant is from seeds in the greenhouse, where they are started in flats and later transplanted to little pots, with leaf mold. The flowers appear in eight months from sowing the seeds, appearing on the ends of the branches and having short stems. Before the first blooms fade, smaller shoots back from the ends of the branches begin to flower, resulting in the floriferousness that is characteristic of the plant. The plants can be wintered in the same fashion as Hydrangeas.

Tr. Pkt. \$1.00

PANSY

A. B. C. "De Luxe" Mixture. We obtain a limited quantity of seed of this mixture each year from an American private estate gardener and if you are looking for "the unusual in pansies" and your trade will pay the price for product, here it is. We have searched the world over to find a better mixture. However, thus far we have been unable to improve on "A. B. C. De Luxe."

Tr. Pkt. \$1.00 3 Tr. Pkts. \$2.50 Oz. \$15.00

PETUNIA FIMBRIATA—"Setting Sun"

(See illustration)

Dwarf, Brilliant Rose. This is the result of a cross between *Petunia grandiflora fimbriata* brilliant rose and a dwarf variety. It comes true from seed, and forms compact bushes 12 inches high, covered with beautifully fringed blossoms of a brilliant rose pink measuring 3 inches across. Like all Erfurt dwarf Petunias this one is admirably suited for borders and pots and is a striking counterpart to *Petunia White Cloud*. Tr. Pkt. 50c

FOR COMPLETE LIST OF A. B. C.
DE LUXE PETUNIAS SEE PAGES 22
AND 23. ALSO BACK COVER.



PETUNIA FIMBRIATA NANA—"SETTING SUN"

PETUNIA "THEODOSIA," EXCEPTIONAL FOR MOTHERS' DAY SALES.



1932 NOVELTIES AND WORTHY LATE

INTRODUCTIONS FOR THE FLORIST



ICELAND POPPY—"El Monte"

ICELAND POPPY—El Monte

An enchanting tangerine orange that can be brought into flower from seed within six months. Promises to be as popular as the Gerbera, now accepted as a worth-while novelty cut flower.

Tr. Pkt. 50c

SWEET SCENTED DOUBLE NASTURTIUM (Listed on page 6)

Provides a new and desirable cut flower.



STATICE—"Dumosa"

NEW DWARF SALVIA—Harbinger

"Harbinger." Plants raised from seed sown at the end of February commence to produce in profusion their long spikes of dazzling bright scarlet flowers early in June, and maintain a blaze of color until the frosts. A more magnificent article for summer bedding can hardly be imagined. The plants are dwarf and compact in habit and the strong, dark foliage forms an effective foil to the vivid hue of the flowers. We consider this one of the finest novelties of present introduction.

Tr. Pkt. 50c Oz. \$3.00

STATICE DUMOSA

The finest Statice for drying.

Of great value to the florist, in fact the most valuable of all Statice. In general appearance it resembles the well known Incana Nana variety, which, when dried, is being imported from Germany and here used in immense quantities in wreaths and other floral work. Dumosa differs from Incana Nana in having larger individual florets, much brighter in color, clear silvery white when dry and lavender when fresh. The branched stalks are more than twice the size of Incana, the main stems twice as stout.

For these reasons Dumosa is a highly valuable new variety. Height, 20 inches. Perfectly hardy without protection anywhere. Tr. Pkt. 35c

TAGETES—Guinea Gold

A distinct new type of Tagetes for cut flowers. Brilliant shade of orange flushed gold. Can be successfully cultured under glass, grown cool, and treated like Calendulas, or grown in the open. Illustrated in color on front page of this catalogue. We consider this as one of the outstanding cut flower novelties of the year.

Tr. Pkt. \$1.00 1/2 Oz. \$3.00 Oz. \$5.00

VIOLA—Jersey Gem

Jersey Gem. Forms a large, compact plant, producing a continuous profusion of bloom for a very long period, considerably longer than other cornuta varieties. The flowers are a very pleasing shade of deep violet blue, with an occasional very slight variation in tint, and may be relied on to come about 70 per cent true from seed. Especially recommended for rock gardens. Tr. Pkt. 75c



SALVIA—"Harbinger"

NOTE: We consider "Harbinger" as the best dwarf Salvia to date.

TAGETES "GUINEA GOLD"

Intermingled with *Liatris Pynostacha* provides a "happy" combination for basket work, etc.



NEW TAGETES—"Guinea Gold"

See front cover for colored illustration of this valuable annual cut flower.



"Supreme" Quality



Flower Seeds



"Rose Queen," Winter-blooming Snapdragon.

A true winter-blooming variety and now in the greatest favor in all cut flower markets.

AGERATUM	Tr. Pkt.	Oz.
Blue Perfection, dark blue....	\$0.15	\$0.60
Imperial Dwarf, blue.....	.15	.60
Imperial Dwarf, white.....	.15	.60
Little Blue Star, 3 inches high; fine for bedding25	2.50
Blue Ball30	1.00
Little Dorrit, azure blue, 6 in..	.30	1.00
Blue Cap, dwarf.....	.35	..
(See Novelty Pages)		
Princess Victoria Louise30	1.00
Light blue-white center, 6 inches.		

AGERATUM LASSEAUXXII	Tr. Pkt.	Oz.
Mauve pink, exceptional for cut flowers.		
Tr. Pkt.....	.25c	\$1.50

*AGROSTEMMA—Mullein Pink	Tr. Pkt.	Oz.
Coronaria, Hardy. Deep crimson flowers.		
Tr. Pkt.....	.15c	.35c
Flos Jovis. Carmine rose.		
Tr. Pkt.....	.15c	.35c
Hybrida Walkeri. Brilliant rosy purple.		
Tr. Pkt.....	.20c	.50c

ALYSSUM	Tr. Pkt.	Oz.
Little Dorrit. White, 4 in....	\$0.15	\$0.60
Bouquet (Carpet of Snow)...	.15	.50
Lilac Queen15	.80
Little Gem, Dwarf and compact (1/4 lb... \$1.50; 1 lb... \$5.00)15	.60
Sweet (Maritimum), trailing, 1 lb... \$2.0010	.20
*Sexatile Compactum. Desirable for border or rocky producing in May, masses of broad, flat heads of bright yellow flowers.		
Tr. Pkt.....	.15c	.70c
Compactum Lutescens. Straw yellow, 8 in.		
Tr. Pkt.....	.25c	.75c
*Rostratum. Yellow, 16 in....	.40	2.00
*Serpillifolium. Earliest yellow, pigmy rock plant50	3.00

AMARANTHUS	Tr. Pkt.	Oz.
Caudatus. Love Lies Bleeding.		
Tr. Pkt.....	10c	.25c
Tricolor (Joseph's Coat).		
Tr. Pkt.....	.15c	.60c
Burbank's Molten Fire. An exceptional show plant. Tr. Pkt.....	.50c	1/4 Oz. \$1.00
Salicifolius (Fountain Plant). Willow leaved.		
Showy. Tr. Pkt.....	.25c	.100
Sunrise. Green, red and yellow foliage.		
Tr. Pkt.....	.50c	\$3.00

AMMOBIUM—Winged Everlasting	Tr. Pkt.	Oz.
Alatum Grandiflorum, silvery white.		
Tr. Pkt.....	.15c	.50c

ANCHUSA	Tr. Pkt.	Oz.
Capensis (Cape Forget-Me-Not), blue.		
Tr. Pkt.....	.15c	.50c
Capensis Bluebird. Vivid indigo.		
Tr. Pkt.....	.25c	\$1.00
*Italica, Dropmore variety. 6 ft. Gentian blue. Tr. Pkt.....	.20c	\$1.00
*Angustifolia. Navy blue, graceful.		
Tr. Pkt.....	.20c	.50c

ANEMONE—Windflower	Tr. Pkt.	Oz.
*Coronaria. Mixed colors. (Poppy Anemone).		
Tr. Pkt.....	.25c	\$1.00
*St. Brigid. Large flowers mostly semi-double, superb. Tr. Pkt..	.50c	\$4.00

*ANTHEMIS	Tr. Pkt.	Oz.
Kelwayii (Hardy Marguerite). 2 ft. Daisy-like yellow blossoms. Produced all summer. Exceptional for cutting.		
Tr. Pkt.....	.25c	\$1.20
Montani, white. Tr. Pkt..	.25c	\$1.00
Tinctoria, light yellow.		
Tr. Pkt.....	.25c	\$1.20

ABRONIA	Tr. Pkt.	Oz.
Umbellata (Sand) Rose, 10 in.		
Tr. Pkt.....	.20c	.50c

ABUTILON	Tr. Pkt.	Oz.
(Greenhouse Plant). Choice mixed varieties.		
Tr. Pkt.....		.50c

*ACHILLEA—Milfoil or Yarrow	Tr. Pkt.	Oz.
Millefolium Kelwayi. Magenta red.		
Tr. Pkt.....	.50c	\$3.50
Ptarmica "The Pearl." Double pure white, easily grown. Tr. Pkt.....	.50c	\$4.00

*ACONITUM—Monkshood	Tr. Pkt.	Oz.
Fischeri. Deep blue flowers in dense spikes.		
Tr. Pkt.....	.50c	\$2.50
Napellus. Long spikes of dark blue flowers.		
Tr. Pkt.....	.50c	\$2.00
Napellus Roseus. Pink, wax-like flowers.		
Tr. Pkt.....	.40c	\$2.50
Wilsonii. Light blue, large, late flowering.		
Tr. Pkt.....	.50c	\$4.00

ACROCLINIUM	Tr. Pkt.	Oz.
Everlasting hardy annual for cutting and winter bouquets.		
Double Rose	\$0.20	\$0.60
Double White20	.60
Double Mixed15	.40

*ADLUMIA CIRRHOSA	Tr. Pkt.	Oz.
(Allegheny Vine)40	2.00
Adonis Autumnalis. Red.....	.10	.25
Adonis Aestivalis (Flos Adonis)		
Red, 12 in.15	.30
*Adonis Vernalis. Bright yellow..	.40	3.00

*AGATHEA COELESTIS	Tr. Pkt.	Oz.
Blue Daisy30	1.50

Antirrhinum "SNAPDRAGON" FOR GREENHOUSE FORCING

We propose to maintain our reputation as introducers of snaps obtaining colors and shades that are in public demand and likewise that will help to keep growers out of the "red" in these times of a BUYERS' MARKET. Our 1932 exclusive introductions are WINTER KING and SUNSHINE, also Espy's introduction, CLAUDESPY—all of which have already MADE GOOD in many U. S. A. Markets.

General List of Forcing Snapdragons	Tr. Pkt.	3 Pkts.	5 Pkts.
Afterglow, Best Golden Bronze	\$1.50	\$4.00	\$6.00
Ceylon Court, Yellow	1.00	2.25	3.50
Cheviot Maid, Early Rose Pink	1.00	2.50	4.00
Cheviot Maid Supreme. Darker than Cheviot Maid.....	2.00	5.00	8.00
Claudepsy, White, "Cheviot Maid Type"	2.00	5.00	8.00
Emily, "Golden Sunshine"	1.00	2.50	4.00
Golden Maid (Ramsburg)	1.00	2.50	4.00
Yellow Maid (Ramsburg)	1.00	2.50	4.00
Geneva Pink	1.00	2.50	4.00
Helen, Salmon Pink	1.00	2.50	4.00
Indian Summer, Copper Color.....	1.00	2.50	4.00
Judd's Light Pink	1.00	2.50	4.00
Judd's Dark Pink	1.00	2.50	4.00
Jennie Schneider, Soft Rose	1.00	2.50	4.00
Laura, Dark Rose	1.00	2.50	4.00
Orlando, Standard Bronze	1.00	2.50	4.00
Penn Orange, Tangerine Orange	1.00	2.50	4.00
Philadelphia Pink, Standard Pink	1.00	2.50	4.00
Roman Gold, Deep yellow with copper and pink suffusion.....	1.00	2.50	4.00
Rose Queen, Deep Rose	2.00	5.00	8.00
Rose Maid, Sparkling Pink	1.00	2.50	4.00
Sunshine, Best Yellow	2.00	5.00	8.00
Sunburst Improved, Color of Sunburst Rose.....	1.00	2.50	4.00
Sun Tan, Rosy Tan with Yellow Tip	2.00	5.00	8.00
White Rock, Standard White	1.00	2.50	4.00
Winter King, Extra Early Clear Rose	2.00	5.00	8.00

Snapdragons continued on next page.

NOTE: All of the above are treated as Annuals, excepting kinds marked thus (*), which are Perennials.
PETUNIA "THEODOSIA" IS HIGHLY RECOMMENDED FOR MOTHER'S DAY POT PLANT SALES.

SNAPDRAGONS

"SNAPDRAGONS" for Greenhouse Culture
(See list on page 8)

A careful check-up would strongly indicate the following as being the most desirable varieties and "Profit Providers," viz.: "Afterglow," "Cheviot Maid," "Cheviot Maid Supreme," "Ceylon Court," "Claud Espy," "Happiness," "Roman Gold," "Rose Queen," "Sun Tan," "Sunshine," "White Rock" and "Winter King."—A. B. C.

ANTIRRHINUM—Snapdragon Maximum

For Outdoor Culture.

This wonderful new group of Antirrhinums far surpasses anything yet introduced. In habit they are taller than the Majus group, growing about five feet high; the flowers are of magnificent size.

	Tr. Pkt.	1/4 Oz.
Canary Bird. Light Yellow	.. \$0.35	.. \$0.75
Cattleya. Mauve Pink	.. .35	.. .75
Copper King	.. .35	.. .75
Ruby	.. .35	.. .75
Snowflake	.. .35	.. .75
The Rose	.. .35	.. .75
Extra Fine Mixture	.. .35	.. .60

ANTIRRHINUM—Snapdragon

Semi-Dwarf Growing Varieties

For Outdoor Culture.

	Tr. Pkt.	Oz.
Amber Queen. Amber, suffused chamois	.. \$0.25	.. \$1.25
Golden Queen. Choice Yellow	.. .25	.. 1.00
Climax. Bronze-orange	.. .25	.. 1.50
Empress. Velvety Crimson	.. .25	.. 1.50
Fawn. Terra-cotta	.. .25	.. 1.00
Gloria. Choice Pink	.. .25	.. 1.50
Grenadier. Orange-scarlet, white tube	.. .25	.. 1.25
Orchid. Mauve Pink	.. .25	.. 1.50
Peerless Pink. "La France" Pink	.. .25	.. 1.50
Prima Donna. Terra-cotta pink, white tube	.. .25	.. 1.25
Purity. Pure White	.. .25	.. 1.25
Rose Queen. Rose-pink, yellow lip	.. .20	.. 1.00
Scarlet (Defiance)	.. .25	.. 1.25
Extra Fine Mixture	.. .25	.. 1.00

ANTIRRHINUM—Snapdragon

Rock Hybrids—Early flowering hybrids forming small, compact bushes with variously colored flowers, shades of rose, pink, purple, mauve and bi-color, all in mixture.

Tr. Pkt. 50c 1/4 Oz. \$1.00

Tom Thumb Pinkie—Bright, rosy pink, 6 to 7 inches, free blooming.

Tr. Pkt. 35c

(See novelty pages for description.)

Autumn Glow—Old rose strongly shaded Terra-cotta, with a golden lip.

Tr. Pkt. 35c 1/4 Oz. \$1.00
(See novelty pages.)

*AQUILEGIA—Columbine

Very desirable for cut flowers.

Alpina. Blue, 24 in. Tr. Pkt.	35c	Oz.	\$1.50
Canadiensis. Old rose with yellow.	Tr. Pkt. 75c	Oz.	\$4.00
Jaetschaul. Large yellow with red spur.	Tr. Pkt. 50c	Oz.	\$3.00
Nivea Grandiflora. Giant white, semi-double.	Tr. Pkt. 25c	Oz.	\$1.00
Skinneri. Scarlet spurs with yellowish green corolla.	Tr. Pkt. 50c	Oz.	\$2.50
Vulgaris. Fl. Pl., double white.	Tr. Pkt. 25c	Oz.	\$1.25
Long Spurred Hybrids. Large flowering, mixed colors.	Tr. Pkt. 40c	Oz.	\$2.25
Chrysantha. Yellow. Tr. Pkt.	35c	Oz.	\$2.00
Copper Queen. Copper red. Tr. Pkt.	50c		
Coerulea Hybrida. New long spurred, large flowering hybrids.	Tr. Pkt. 40c	Oz.	\$2.50
Rose Queen. Shades of rose with white center.	Tr. Pkt. 50c	Oz.	\$5.00
Farquhar's Pink. Beautiful pink, long spurred flowers.	Tr. Pkt. 50c	Oz.	\$5.00
Californica Hybrida. Flowers large, long spurred, dark Carmine Lake with light yellow corolla.	Tr. Pkt. 50c	Oz.	\$2.50
Silver Queen. Long spurred, white.	Tr. Pkt. 50c	Oz.	\$2.50
Mrs. Scott Elliot's Hybrids.	1/4 Oz. \$1.50	Tr. Pkt. 50c	Oz. \$5.00
Recognized as the "last word" in large flowering, long spurred Aquilegia.			
Double Mixed. Tr. Pkt.	15c	Oz.	60c
Single Mixed. Tr. Pkt.	15c	Oz.	60c

*ARABIS—Rock Cress

Alpina. Dwarf Spring flowering perennial for edging and rockery, pure white, 12 in.

Tr. Pkt. 20c Oz. 75c

Alpina Nana Compacta. 10 in.

Tr. Pkt. 40c Oz. \$1.50

ARCTOTIS—African Daisy

Grandis, excellent for cutting; daisy-like flowers on long stems, upper surface pure white, reverse side of petals lilac-blue.

Tr. Pkt. 15c Oz. 50c

*ARENARIA

Montana. White. 1/8 Oz. 75c

ARGEMONE

"Mexican Prickly Poppy" Hybrida Grandiflora Mixed. Tr. Pkt. 25c Oz. \$1.00



ANTIRRHINUM "SNAPDRAGON" AUTUMN GLOW

*ARMERIA

Formosa. Rose. Tr. Pkt. 25c Oz. \$1.00

Splendens. Bright rosy magenta. Tr. Pkt. 75c Oz. \$3.00

*ASCLEPIAS

Tuberosa. Orange. Tr. Pkt. 75c Oz. \$4.50

ASPARAGUS PLUMOSUS NANUS

One of our leading seed specialties.

SPECIAL NOTE!

Our supply of Plumosus is cultured especially with a view to seed production and as a result we can assure the trade of plump, true-to-name seed of high germination and of true type. This grade of seed is not to be compared with that produced from mixed types and offered at so-called "bargain prices."

Northern Greenhouse Grown, True.

100 Seeds 50c 1,000 Seeds \$2.50

5,000 Seeds \$10.00

Lath-House Grown.

100 Seeds 30c 1,000 Seeds \$1.50

5,000 Seeds \$7.00 10,000 Seeds \$12.50

ASPARAGUS SPRENGERI

100 Seeds 20c 1,000 Seeds \$1.25

5,000 Seeds \$5.50 10,000 Seeds \$10.00

SPINELESS SPRENGERI

A valuable addition to the Sprengeri family.

100 Seeds \$2.00 1,000 Seeds \$15.00

*ASTER PERENNIAL—Michaelmas

Daisies

	Tr. Pkt.	Oz.
Alpinus, Choice Mixed	.. \$0.40	.. \$2.50
Amellus Hybrids, Mixed (Italian Asters)	.. .75	.. 4.00
Subcoeruleus, Light Blue	.. .40	.. 1.50
Michaelmas Daisies, Mixed	.. .40	.. 2.50

NOTE: All of the above are treated as Annuals, excepting kinds marked thus (*), which are Perennials.

REFER TO FLORISTS' REVIEW FOR OUR LISTING OF SNAPDRAGON PLANTS.



NEW ASTER "AURORA"

ASTERS

A. B. C. SPECIAL FLORISTS' STRAINS

For several years Bodger's, the California specialists, have been working on a strain of Asters, the past three years in conjunction with the Department of Plant Pathology of the University of Wisconsin, to provide a type resistant to the "Fusarium Wilt disease" which has caused so much trouble in recent years. We are now able to offer the following as having proved immune to said trouble and recommend these kinds to growers who heretofore have experienced such difficulty.

Ball White, RESISTANT, Pure White.
Semp's Pink, RESISTANT, Rich Shell Pink.
Heart of France, RESISTANT, Best Scarlet.
Royal Purple, RESISTANT, Outstanding Purple.
Comet Pink, RESISTANT, Delicate Pink.

N. B.—All of above were well received by buyers in Chicago market the past season.

The five varieties are priced at—

Tr. Pkt... 50c 1/4 Oz... \$1.00 1/2 Oz... \$1.75 1 Oz... \$3.00 2 Oz... \$5.00

ASTER—Aurora

A new class of Asters, with large flowers, full of petals. These at the extremity are large and open, while the center is quilled. Height of plant about 24 inches, with upright stems. Excellent as a cut flower.

Azure Blue

With yellow center.

Golden Queen

Outer petals creamy white, center yellow.

Price, each Tr. Pkt... 35c Oz... \$3.00

ASTER—Giant California, "Sunshine"

(Illustrated and described on page 4)

Mixed colors.

Tr. Pkt... 75c 3 Pkts... \$2.00 1/4 Oz... \$1.75

ASTER—Early Wonder

These are the earliest blooming asters. Flowers large and full, of the Comet type, carried on long, erect stems.

	Tr. Pkt.	Oz.
Dark Blue	\$0.50	\$2.50
Pink	.50	2.50
White	.50	2.50

ASTER—Queen of Market

Early flowering, of branching habit, coming into bloom directly after Early Wonder. The standard early aster, blooming in July.

	Tr. Pkt.	Oz.
Blush Pink	\$0.25	\$1.00
Brilliant Rose	.25	1.00
Crimson	.25	1.00
Lavender	.25	1.00
Purple	.25	1.00
White	.25	1.00
Mixed	.20	.75

ASTER—Early Royal Branching

Comes into bloom shortly after Queen of the Market and a specially fine aster to follow said variety; 2 feet high, blooms of large size.

	Tr. Pkt.	Oz.
Crimson	\$0.30	\$1.50
Lavender	.30	1.50
Purple	.30	1.50
Rose-Pink	.30	1.50
White	.30	1.50
Shell Pink	.30	1.50
Mixed	.30	1.25

ASTER—Ball's Improved White

A pure white aster of branching habit and a great favorite in the Chicago wholesale cut flower market.

Tr. Pkt... 35c Oz... \$2.00

ASTER—King

Needle type, 1 1/2 to 2 feet. Large flowers with quilled petals.

	Tr. Pkt.	Oz.
Crimson	\$0.30	\$1.50
Lavender	.30	1.50
Purple	.30	1.50
Rose	.30	1.50
Shell Pink	.30	1.50
Violet	.30	1.50
White	.30	1.50
Mixed	.30	1.25

Treat Aster Seed With

"SEMESAN"

The Premier Seed Disinfectant
Improves Germination
Controls Disease
Produces Sturdier Plants
Improves Quality
Hastens Germination
Increases Crop Yield
Prevents Damping Off

Florists write us such tributes as "We used Semesan on poinsettia cuttings last summer with excellent results"; and "My Semesan-treated aster seeds gave an almost perfect stand, as nearly every seed germinated."

(Booklet in connection with use of Semesan mailed free.)

Price: 2 Oz... 50c 1 Lb... \$2.75
Note: Semesan cannot be forwarded via mail.

ASTER—Heart of France

Plants about 2 feet high, branching habit; flowers medium size; admittedly the choicest Red Aster on the market.

Tr. Pkt... 30c Oz... \$1.50

ASTER—Semp's Branching

The standard late blooming aster and generally planted by florists for main crop. Plants 2 1/2 to 3 feet high. Branching and robust. Our strain is specially selected.

	Tr. Pkt.	Oz.
Azure Blue	\$0.25	\$1.50
Crimson	.25	1.50
Deep Purple	.25	1.50
Lavender	.25	1.50
Enchantress Pink	.25	1.50
Shell Pink	.25	1.50
Bright Rose	.30	1.50
Vick's Silvery Rose	.25	1.50
White	.25	1.50
Mixed	.25	1.25

ASTERMUM

Of compact type, closely resembling the Crego, but blooming somewhat earlier; plants grow about 2 feet high and are of branching habit. Flowers of large size and very double.

	Tr. Pkt.	Oz.
Lavender	\$0.30	\$1.50
Rose-Pink	.30	1.50
White	.30	1.50
Fine Mixed	.30	1.25

ASTER—American Beauty

A comparatively new Aster of real merit for late crop, blooms about September and continues until frost. The large and double flowers are produced on long, heavy stems; plant 2 to 3 feet high.

	Tr. Pkt.	Oz.
Azure Fairy	\$0.30	\$1.50
Carmine-Rose	.30	1.50
Lavender	.30	1.50
Purple	.30	1.50
September Beauty, Shell Pink	.30	1.50
White	.30	1.50
Mixed	.25	1.25

NOTE: All of the above are treated as Annuals.

ASTER "CALIFORNIA SUNSHINE"—a much desired cut flower.



ASTERS—Continued

A. B. C. SPECIAL FLORISTS' STRAINS

ASTER—MAMMOTH PAEONY FLOWERED

(See illustration opposite)

The individual blooms are extra large, wonderful keepers and shippers, and the plants are of non-branching habit; undoubtedly one of the best varieties for cut flowers. SWANSDOWN, pure white; MAIDEN'S BLUSH, soft pink; AZURE FAIRY, clear azure blue.

Tr. Pkt. 50c 3 Pkts. \$1.25 Oz. \$2.50

ASTER—Daybreak

Plants 2 feet high, erect and robust habit. Flowers large, very double, recurved, closely imbricated, making it one of the best for decorative purposes.

	Trade Pkt.	Oz.
Pink	\$0.40	\$2.50
White (Purity)40	2.50

ASTER—Improved California Giants

(Also known as the Chicago Cut Flower Market as "Chicago Giant Beauty".)

This new Aster is somewhat of the Crego and Beauty type, but is practically non-lateral, producing flowers of immense size without disbudding and of wonderful substance on strong, stiff stems 20 to 24 inches long, acclaimed by wholesale and retail florists as the ideal of cut flower Asters.

	Trade Pkt.	Oz.
Light Blue	\$0.50	\$2.50
Peach Blossom50	2.50
Purple-Violet50	2.50
Rich Rose50	2.50
White50	2.50
Mixed40	2.25

ASTER—Ostrich Feather

A very desirable form of Comet Aster with large fluffy flowers. Begins to bloom in August.

	Trade Pkt.	Oz.
Crimson	\$0.30	\$1.50
Dark Blue30	1.50
Deep Rose30	1.50
Light Blue30	1.50
Shell Pink30	1.50
White30	1.50
Mixed30	1.25

*ASTER—Perennial

Michaelmas Daisy—Large flowering, mixed.

Tr. Pkt. 35c Oz. \$2.50

ASTER—Wartburg Star

(See page 3)

Tr. Pkt. 35c

ASTER—Hercules

(See page 4)

Tr. Pkt. 35c

ASTER—"California Sunshine" is much thought of by the cut flower trade. See page 4 for description and illustration.

ASTER—Lavender Gem

Tr. Pkt. 30c Oz. \$1.50

Plants about 18 inches tall, upright habit. Flowers Comet type, silvery white when young, changing to light lavender when fully expanded; really choice.

ASTER—Giant Comet

Flowers unusually large, the twisted and curled petals resembling a huge Crysanthemum; strong stems averaging 15 to 20 inches in length; a good bedding variety.

	Trade Pkt.	Oz.
Crimson	\$0.25	\$1.25
Light Blue25	1.25
Malmaison Pink25	1.25
Lavender35	1.25
Royal Purple25	1.25
White25	1.25
Mixed25	1.25

ASTER—Improved Crego

Plants robust, about 2 feet high. Flowers large, double and well formed of the Comet type, making a fine variety for all purposes.

	Trade Pkt.	Oz.
Azure Blue	\$0.30	\$1.25
Crimson30	1.25
Lavender30	1.25
Purple30	1.25
Rose Pink30	1.25
Shell Pink30	1.25
White30	1.25
Mixed30	1.25

ASTER—Golden Salmon

(See page 3)

Trade Pkt. 50c; 3 Pkts. \$1.25

*AURICULA—Primula

Auricula

A well-known favorite of great beauty; choice mixed varieties.

Tr. Pkt. 50c

BALSAM—Lady Slipper

Varieties Bismarck and White Perfection especially recommended for memorial designs.

Camelia-Flowered

	Trade Pkt.	Oz.
Pink	\$0.20	\$0.75
Scarlet20	.75
Bismarck (Salmon)20	.75
White Perfection20	.75
Finest Mixed15	.60

*BAPTISIA AUSTRALIS—

False Indigo

	Trade Pkt.	Oz.
Dark Blue	\$0.25	\$1.75



ASTER—MAMMOTH PAEONY FLOWERED

BEGONIAS

Unsurpassed for pot plants and bedding

SEMPERFLORENS Gruga

The color of the flowers is a pure deep carmine pink of astounding regularity, which is magnificently set off by the small bright green leaves. "Gruga" is an excellent bedding and pot plant and will soon be highly valued amongst the dwarf varieties.

Tr. Pkt. 50c 3 Tr. Pkts. \$1.25

SEMPERFLORENS Christmas Pink

The blossoms of these attain a diameter of two inches. This variety is of the same habit as Christmas Cheer, and equally as good for bedding purposes.

Tr. Pkt. \$1.00 3 Pkts. \$2.50

SEMPERFLORENS Christmas Cheer

This exceptionally hardy bedding Begonia was introduced to the trade some few years ago by an American specialist and is now in large demand. Color bright rich cherry crimson. Blossoms attain a diameter of two inches.

Tr. Pkt. \$1.00 3 Pkts. \$2.50

SEMPERFLORENS

Albert Martin. Crimson. Tr. Pkt. 50c	1-32 Oz. \$1.75
Erfordia. Pink. Tr. Pkt. 50c	1-32 Oz. \$2.50
Flame of Love. Brilliant scarlet flowers with shining Golden Yellow Stamens. Tr. Pkt. \$1.00	1-32 Oz. \$2.50
Gustav Knaake. Crimson, resembles Gloire Lorraine in form; a grand acquisition to the Semperflorens family. Tr. Pkt. \$1.00	1-32 Oz. \$2.50
Enchantress (New). (See page 4.) Tr. Pkt. 75c	
Salmon Queen. Salmon red. Tr. Pkt. 75c	1-32 Oz. \$2.50
Vernon. Deep red. Tr. Pkt. 35c	1-16 Oz.60c
Choice Mixed. Tr. Pkt. 40c	1-32 Oz. \$1.50

GRACILIS

Luminosa. Fiery dark red. Tr. Pkt. 75c	1-32 Oz. \$2.50
Primadonna. Carmine rose. Tr. Pkt. 75c	1-32 Oz. \$4.00
Rosea. Pink. Tr. Pkt. 50c	1-32 Oz. \$2.00
Alba. Whitish. Tr. Pkt. 50c	1-32 Oz. \$2.00

TUBEROUS ROOTED

Single, Mixed. Tr. Pkt.	50c
Double, Mixed. Tr. Pkt.	\$1.00

NOTE: All of the above are treated as Annuals, excepting kinds marked thus (*), which are Perennials.

BEGONIAS "CHRISTMAS CHEER" AND "CHRISTMAS PINK" RECOMMENDED FOR POTS OR BEDDING



"Supreme" Quality



Flower Seeds



CALENDULAS

A. B. C. IMPROVED SENSATION

HAS PROVED TO BE A REAL MONEY MAKER
FOR THE FLORIST

Fritz Bahr states in The Florists' Exchange:

"For the Winter and Early Spring months, I don't know a better Catch Crop than Calendulas."

The principal value of A. B. C. Improved "Sensation" lies in the fact that it is much larger than any other calendula on the market and has a very distinct crimson or scarlet sheen which, with its orange base, provides a most outstanding and appreciable combination of coloring. Furthermore, the same is produced on unusually long stems. We made many friends when we introduced "Sensation."

Price of A. B. C. Improved Sensation Calendula. Bright Orange with scarlet sheen. Tr. Pkt.....50c 1/4 Oz.....85c
1/2 Oz....\$1.50 1 Oz....\$2.50 2 Oz....\$4.75 4 Oz....\$8.00
"Radio"—Color bright orange, "Radio" is distinctly different from other Calendula. The individual blooms are not as large as other Calendula, but are globular in shape, with beautifully quilled petals. Tr. Pkt.....50c 1/4 Oz.....75c Oz.....\$2.00

CALENDULAS (General List)

(All of the following supplied in Geo. J. Ball's original packages.)

Ball's Orange. Large, deep, full petaled Ball Calendula; deep orange.

Ball's Gold. Deep golden yellow, of extra size and extra long stem.

Ball's Supreme. Light orange with a rich dark brown eye. Not extra large but freely produced.

Ball's Long Orange (New). An orange selection from Gold. Identical in growth and shape with our Gold.

Ball's White (New). A selection from our Supreme. Creamy white color with a dark center. Not a strong grower, but a most attractive color. All are priced at—

Tr. Pkt.....50c 1/4 Oz....\$1.00 1/2 Oz....\$1.75 1 Oz....\$3.00

NOTE: The following are suggested for outdoor culture.

Orange King. Bright orange. Tr. Pkt...15c Oz...25c 1/4 Lb...75c

Lemon Queen. Light or lemon yellow.

Tr. Pkt.....15c Oz.....25c 1/4 Lb.....75c

Choice Mixed. Oz.....25c 1/4 Lb.....75c



CALENDULA

A. B. C. Improved Sensation—Bright Orange with Scarlet Sheen

BABY'S BREATH (See Gypsophila)

BACHELOR'S BUTTON (See Centaurea and Gomphrena)

***BELLIS or DOUBLE ENGLISH DAISY**

	Tr. Pkt.	1/4 Oz.	Oz.
Longfellow, very large, double dark rose.....	\$0.25	\$0.50	\$1.60
Snowball, double white, excellent.....	.25	.50	1.60
Monstrosa, double pink.....	.35	.60	2.00
Double red (dark rose).....	.35	.60	2.00
Double white.....	.35	.60	2.00
Double mixed.....	.35	.60	2.00

BLUE LACE FLOWER—Didiscus Coeruleus

Excellent for bouquets. Flowers continually from July until frost. A money maker for florists.

Tr. Pkt.....25c 1/4 Oz.....40c Oz.....\$1.30

BROWALLIA

Very useful free flowering annuals.

Browallia "Speciosa Major"—Color brilliant ultramarine blue, suitable for pot plant, bedding and border work. For outdoor work seeds should be sown in February, or later, shifted in pots, and planted out in May. Plants will bloom all summer.

1,000 Seeds.....	\$1.00	1-32 Oz.....	\$1.50
Elata. Blue. Tr. Pkt.....	20c	Oz.....	75c
Elata. White. Tr. Pkt.....	20c	Oz.....	75c

***BOLTONIA—False Chamomile**

Asteroides. Pure white. Tr. Pkt.....	35c	Oz.....	\$1.50
Latisquama. Pink, tinged lavender. Tr. Pkt.....	35c	Oz.....	1.50

BRACHYCOME—Swan River Daisy

Iberidifolia, a free blooming annual with small flowers, blue or white. Tr. Pkt.....20c Oz.....75c

CALCEOLARIA

Our strain of these is produced by one of the foremost specialists.

Lawrance's Hybrids. An exceptionally fine strain. Tr. Pkt.....\$1.50

Hybrida Grandiflora. Tall mixed. Tr. Pkt.....1.00

Compacta. Dwarf mixed. Tr. Pkt.....1.00

Rugosa. Mixed. Tr. Pkt.....1.00

Hybrida Nana. (See Novelties). Tr. Pkt.....1.00

NOTE: All of the above are treated as Annuals, excepting kinds marked thus (*), which are Perennials.

CALENDULA IMPROVED "SENSATION" HAS PROVED A "MONEY MAKER" FOR THE TRADE

CALENDULA A. B. C. IMPROVED "SENSATION"

What Some of the Trade Think of This
Valuable New Calendula

From the Dale Estate of Brampton, Ontario, Canada (30 Acres Under Glass)

"You very kindly sent us a sample of calendula seed in September last in accordance with your letter September 12th. This improved type of calendula has proved to be very satisfactory, and our Mr. Dale thinks it better than anything he has ever had before."

The American Bulb Co.
Gentlemen:

Maysville, Kentucky.

We are enclosing check covering bill, and we overlooked adding this to our former check.

By the way, the Sensation Calendula is all you claim for it.

Yours very truly,

(Signed) C. P. DIETERICH & BRO.

De Soto, Mo.

American Bulb Co.,
Dear Sirs:

For the enclosed \$2.00 please send me one-half ounce Sensation Calendula seed. Had some from you last year and they certainly were the finest Calendulas ever grown on this place.

Very truly yours,

(Signed) G. M. HOST.



CALLIOPSIS

Golden Wave (Drummondii). Yellow.	
Tr. Pkt.....15c	Oz.....25c
Nigra Speciosa. Crimson-maroon.	
Tr. Pkt.....15c	Oz.....25c
Large Golden Yellow. Tr. Pkt. 15c	Oz. 50c
Dwarf, Crimson King. Tr. Pkt. 15c	Oz. 25c
Radiata Tigrina (Tiger Star).	
Tr. Pkt.....15c	Oz.....40c
Mixed Dwarf. Tr. Pkt. 15c	Oz. 25c

CANARY BIRD VINE

Tropaeolum Canariense. Flowers bright canary yellow. 1/4 Lb.....	75c	Oz.....25c
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CANNAS

Crozy's Finest Mixed. Dwarf varieties.	
Tr. Pkt.....15c	Oz.....25c

CANDYTUFT GIANT HYACINTH FLOWERED

(See Illustration)

White. Particularly recommended for under glass, provides excellent cut flowers.
Tr. Pkt. 15c Oz. 75c 1/4 Lb. \$2.25 Lb. \$7.00
We have a particularly fine strain of the true kind.

CANDYTUFT

	Tr. Pkt.	Oz.	Lb.
Empress. Large white	\$0.15	\$0.25	\$2.75
Pink. Flesh color	.15	.50	4.50
Purple	.15	.25	2.75
Carmine	.15	.40	4.00
Lavender	.15	.40	4.00
Lilac	.15	.40	4.00
Rose Cardinal. Brilliant rosy red	.15	.50	5.50
Little Prince. Dwarf white	.15	.40	
Crimson	.15	.40	4.50
Mixed	.15	.30	3.00

CANDYTUFT—Iberis

*Gibraltarica Hybrida. White, shading to lilac. Tr. Pkt.....	25c	Oz.....\$1.00
*Sempervirens. The popular hardy white variety.		
Tr. Pkt.....	50c	Oz.....\$2.50

CAMPANULAS—Bell Flowers

All are Biennials unless marked otherwise.

Campanula Media (Canterbury Bells). Single blue, lilac, rose or white, or mixed.	
Tr. Pkt.....15c	Oz.....50c
Double blue, rose or white, or mixed.	
Tr. Pkt.....25c	Oz.....\$1.50

*Persicifolia Grandiflora Blue. (Peach Bell.) Undoubtedly one of the finest of the hardy Bellflowers; grows 2 to 3 feet high, with large blue flowers.

Tr. Pkt.....	50c	Oz.	\$3.50
*Persicifolia Grandiflora Alba. The white-flowered Peach Bells.			
Tr. Pkt.....	50c	Oz.....	\$3.50

*Pyramidalis Blue. (The Chimney Bellflower.) A beautiful, stately hardy plant, either for garden or pot culture; blue, salver-shaped flowers, 4 to 6 feet.

Tr. Pkt.....	25c	Oz.....	\$1.50
*Pyramidalis Alba. Same as above, but with white flowers.			

Tr. Pkt.	50c	Oz.	\$1.50
*Rotundifolia. (Blue Bells of Scotland.)			
Tr. Pkt.	50c	Oz.	\$5.00

Cup and Saucer. Canterbury Bells.

Calycanthema (Cup and Saucer). Blue, rose, white, or mixed.

Tr. Pkt.....	30c	Oz.....	\$1.75
*Carpatica (Hare Bell). Blue or white or mixed.			
Tr. Pkt.....	25c	Oz.....	\$1.50

*Campanula "Piperi." This species is an inhabitant of the Rocky Mountains, grows 12 in high and produces light blue bell flowers during the whole summer and autumn. The light blue bells measure as much as 1 inch across and about the same in length. In late summer and autumn flowering plants for the rock garden are scarce; therefore, this variety, owing to the length of its flowering period, ought to add considerably to the beauty of rock and Alpine gardens. Tr. Pkt.50c

CARDINAL CLIMBER

Ipomoea Quamoclit Hybrids. Rapid growing annual climber, producing a profusion of brilliant cardinal red flowers. To hasten germination file or cut notch in seed.

Tr. Pkt....	30c	Oz....\$1.00
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CARNATION

"Chabaud's Enfant de Nice." A French hybrid strain, unquestionably the best Carnation grown from seed. The magnificent flowers, sometimes 2 1/2 to 3 in. in diameter, are borne on sturdy stems. While the flower is immense in size the calyx does not split, which makes this mixture one of the finest for outside grown Carnations, both for florists and for private gardeners. Red, rose, salmon, white, or mixed. Tr. Pkt....75c 1/4 Oz....\$2.00

Tr. Pkt.	35c
Marguerite. New giant Malmaison, finest mixed.	
Tr. Pkt.	25c
Oz.	\$1.50
Castor Oil Bean. (See Ricinus.)	

*CARNATION—Hardy

*Hardy Border.	Double mixed.
Tr. Pkt.... 30c	Oz.....\$3.00
*Grenadin. Scarlet.	
Tr. Pkt.... 35c	Oz.....\$3.00
*Dwarf Vienna.	Mixed.
Tr. Pkt.... 35c	Oz.....\$3.00



CENTAUREA CYANUS "Bachelor's Buttons"

CELOSIA CRISTATA

Dwarf Cockscomb. For beds, borders and pots.

	Tr. Pkt.	Oz.
Glasgow Prize. Dark crimson..	\$0.30	\$1.75
Empress. Bright red; dark foliage	.30	2.25
Choice Mixed	.25	2.00

CELOSIA, MISCELLANEOUS VARS.

New Celosia Heatherdell. (See novelty pages.) Red or yellow...	Tr. Pkt.	Oz.
Plumosa Scarlet (Feathered)...	.15	\$1.00
Plumosa Golden Plume	.15	1.00
Plumosa Mixed	.15	1.00
Pride of Castle Gould. Mixed...	.50	3.00
Thompsoni Magnifica. Mixed...	.25	1.25
Thompsoni Triomphe de l'Exposition. Crimson splend.	.25	.75
Childsi (Chinese Woolflower). Crimson, Pink, Yellow or mixed	.30	1.30

CELOSIA BRYSONI CHRYSANTHIFLORA

One of the most effective and largest florists' cut flowers. More beautiful colors and shades are found in Celosia Brysoni than any other Autumn flower. It can be shipped long distances without wilting.

Mixed. Tr. Pkt.....	50c	1/4 Oz.....75c
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CENTAUREA, WHITE LEAVED

Dusty Miller.	For borders, vases, baskets, etc.		
Candidissima.	Silvery gray foliage.		
Tr. Pkt.	40c	Oz.	\$2.00
Gymnocarpa.	Fine, silvery foliage.		
Tr. Pkt.	15c	Oz.	60c

CENTAUREA, CYANUS (Illustrated Above)

Popular free-flowering annuals. Now largely grown under glass for Mothers' Day sales, also Decoration Day.		
	Tr. Pkt.	Oz.
Double Blue. (lb. \$4.00)	\$0.15	\$0.50
Double Rose. (lb. \$4.50)15	.50
Double White. (lb. \$5.00)20	.50
Emperor William. Single blue25	.50

(Continued on next page)



CANDYTUFT

Giant Hyacinth Flowered. Now largely planted under glass for cut flowers.

NOTE: All of the above are treated as Annuals unless otherwise marked—those prefaced thus (*) are Perennials.

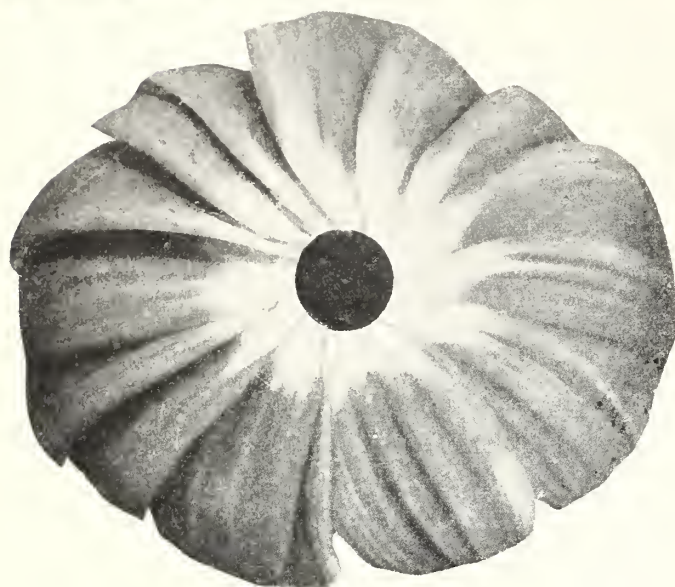
CANDYTUFT "HYACINTH FLOWERED" RECOMMENDED FOR GREENHOUSE CULTURE.



"Supreme" Quality



Flower Seeds



CINERARIA—A. B. C. "PRIZE"
The World's Best Strain.

CINERARIA HYBRIDA GRANDIFLORA

A. B. C. "PRIZE," "THE WORLD'S BEST STRAIN"

Every year advance is to be noted in our strain notwithstanding its near approach to perfection. This year's plants excel in size, substance, form and color of bloom and quality of foliage. The 1931 seed crop is the **acme of excellence**. The concrete result of 17 years' intensive work in breeding and selecting, this superb strain is a distinctive product, and concentrated effort toward its improvement continues. The result is wonderful additional colors, our cultures showing every shade heretofore known in Cinerarias and many very striking new ones. Flowers exceeding 5 inches in diameter with individual petals 1 to 1½ inches wide were numerous on this spring's seed plants, with a larger average size than ever before. These giant blossoms, borne in immense, compact trusses, surmount bold, dark-green foliage on dwarf plants of model form, attaining a height of 15 to 18 inches. The leaves are massive and beautiful. **Prize Blue Shades.** Rich in the extreme. Selected with utmost care. Tr. Pkt. \$1.00 **Prize Crimson and Carmine Shades.** A group that is especially brilliant under artificial light. Tr. Pkt. \$1.00 **Prize Salmon Shades.** One of the loveliest developments, appealing to those fond of the daintier tints. Tr. Pkt. \$1.00 **Prize Mixed.** All the above in proper proportion to make the best showing and countless colors not yet segregated. The whole great range of our strain. Tr. Pkt. \$1.00 **Special Offer.** One trade packet each of the above three separate color groupings and one trade packet of Prize Mixed, **all four for \$3.00** A trade packet contains about 1,000 seeds.

To those requiring larger quantities, we make these rates:

1-32 Oz. \$3.50 1-16 Oz. \$6.00 1/8 Oz. \$11.00
Stellata Hybrida. Tr. Pkt. .50c

CENTAUREA—Cyanus

—Continued

	Tr. Pkt.	Oz.
Double, Atropurpurea. Maroon..	\$0.15	\$0.50
Double, Ruby. Rich, deep ruby..	.20	.75
Double, Choice Mixture15	.40

CENTAUREA

	Tr. Pkt.	Oz.
Imperialis. Fine for cutting.		
Giant Rose	\$0.20	\$0.75
Deep Lavender20	.75
Lilac20	.75
Purple20	.75
White20	.75
Favorita. Rose-Lilac20	.75
Imperial Giant. Mixed20	.75

VARIOUS CENTAUREAS

Americana (Basket Flower). A splendid native variety, growing 3 feet high and bearing immense thistle-like blooms of a rosy-lavender color. Very showy in the mixed border and splendid for cutting. Tr. Pkt. 15c Oz. 50c

Americana Alba. White. Tr. Pkt. 15c Oz. 60c

Suaveolens (Yellow Sweet Sultan or Grecian Cornflower). Very showy, large, bright yellow flowers; sweetly scented and a popular sort for cutting; lasting well. Tr. Pkt. 15c Oz. 45c

Moschata. Mixed Sweet Sultan. Tr. Pkt. 15c Oz. 50c

CERASTIUM

Tomentosum (Snow in Summer). Abundant white flowers, white foliage. Tr. Pkt. 30c Oz. \$1.00

CHRYSANTHEMUM

	Tr. Pkt.	Oz.
Eastern Star. Light yellow	\$0.15	\$0.40
Morning Star. Primrose-yellow..	.15	.40
Evening Star. Sunflower yellow..	.15	.40
Northern Star. Pure white15	.40
Single Mixed15	.30
Double Mixed15	.30

All of above have dark centers.

*CHRYSANTHEMUM

Perennial, but will flower the first season from seed if sown early in year. Excellent for cutting.

Shasta Daisy, "Alaska." Pure white. Tr. Pkt. 40c Oz. \$1.50

***Maximum, "King Edward VII."** Pure white. Tr. Pkt. 20c Oz. 60c

***Japanese Hybrids.** Mixed. 1-16 Oz. \$1.50 Tr. Pkt. 50c

CHINESE FORGET-ME-NOT

Cynoglossum Amabile. An exceptional cut flower for under glass or outside. Blue. Tr. Pkt. 25c Oz. \$1.00

Alba. White flowered. Tr. Pkt. 50c

CINERARIA

Multiflora Nana Mixed. A very dwarf strain of exceptional merit. Desirable for combining with other plants for filling of baskets, boxes, etc., for Easter and Mothers' Day sales. Tr. Pkt. \$1.00

Maritima Candidissima (Dusty Miller). For bedding, vases, baskets, etc. Tr. Pkt. 15c Oz. 40c

CLARKIA—Double

These desirable flowers are rapidly gaining popularity as cut flowers. Free bloomers all summer. Tr. Pkt. Oz.

Salmon Queen

White

Queen Mary. Rose-carmine

Scarlet Queen

Vesuvius. Orange-scarlet

Mixed

CLEOME PUNGENS

(Spider Plant.) Rose. Tr. Pkt. 15c Oz. 30c

COBAEA SCANDENS—Cup and Saucer

Vine

Plant seeds edgewise to insure good germination. Tr. Pkt. Oz.

Blue. 1/4 lb., \$1.25 \$0.15 \$0.40

White

COLEUS

Hybridus, "Rainbow" Mixture. Giant leaves of superb variation—saved from finest collection. Tr. Pkt. 50c 1/8 Oz. \$1.25

Laciniated and Fringed Mixed.

Tr. Pkt. 75c 1/8 Oz. \$2.00

COREOPSIS—Golden Coreopsis

Tr. Pkt. Oz.
***Lanceolata Grandiflora.** Single. \$0.15 \$0.40

***Lanceolata Grand. fl. pl. Double-flowered**

COSMOS

Worth While for Outdoor Cut Flowers

"New Early Express". This group of Cosmos are recommended for their extreme earliness. Plants will produce flower from seed in forty-five days. White, pink, crimson or mixed. Provides exceptional cut flowers.

Oz. \$2.50 Tr. Pkt. 50c 3 Pkts. \$1.25

Tr. Pkt. Oz.
Double Extra Early Flowering (Crested). Crimson, pink, white or mixed

Giant Lady Lenox. Pink, crimson, white or mixed

Klondyke. Yellow

Giant Flowering. Mixed

CUPHEA PLATYCENTRA—Cigar Plant

Russet orange. Excellent for pot plants and borders. Tr. Pkt. 50c 1/8 Oz. \$1.00

CYNOGLOSSUM AMABILE

Chinese Forget-Me-Not. Blue. An exceptional cut flower for under glass or outside. Tr. Pkt. 25c Oz. \$1.00

Chinese Forget-Me-Not. White. Tr. Pkt. 50c

*ELDER DAISY

Blooms earlier than "Alaska" and more abundantly, flowers somewhat smaller. Tr. Pkt. 40c Oz. \$1.50

SPECIAL NOTE!

We are prepared to supply in season plants from 2¼-inch pots of Cineraria, "World's Best Strain." Also "Multiflora Nana." Price on application.

NOTE: All of the above are treated as Annuals excepting kinds marked thus (*), which are Perennials.

CINERARIA A. B. C. "PRIZE," EXCEPTIONAL IN COLORING.



The development into flower of a Cyclamen as a commercial plant is no "child's play," and florist growers "who understand" will not speculate with so-called "bargain priced" seeds. The planting of "true Ferd. Fischer Strain" is not a speculation under reasonably normal culture.

TRUE FERD. FISCHER'S GIANT FLOWERED
CYCLAMEN SEED—Originator's Strain

	Per 100	Per 1,000	Per 2,500	Per 5,000	Per 10,000
Glowing Dark Red. Christmas red	\$1.50	\$ 9.50	\$22.50	\$43.75	\$ 85.00
Glowing Bright Red. Cherry red	1.50	9.50	22.50	43.75	85.00
Rose of Marienthal. Bright rose	1.50	9.50	22.50	43.75	85.00
Pure White	1.50	9.50	22.50	43.75	85.00
White with Carmine Eye	1.50	9.50	22.50	43.75	85.00
Glory of Wandsbek. Salmon red	1.75	11.50	27.50	53.75	105.00
Improved Rose of Zehlendorf Improved Perle of Zehlendorf, Dark salmon	1.75	11.50	27.50	53.75	105.00
Bonfire. Brilliant salmon	2.00	14.00	33.75	66.25	130.00
America. Golden salmon	2.25	16.00	38.75	76.25	150.00
New Ruffled. Dark salmon	2.25	16.00	38.75	66.25	130.00
New Ruffled. Rosy salmon	2.25	16.00	38.75	66.25	130.00
Liebesfeuer. Ruby salmon	2.25	16.00	38.75	66.25	130.00
Perle. Salmon, white edge	1.75	11.50	27.50	53.75	105.00
Pure White	1.50	9.50	22.50	43.75	85.00
Lilac	1.50	9.50	22.50	43.75	85.00
Mixed	1.50	9.50	22.50	43.75	85.00
White, with carmine eye	1.50	9.50	22.50	43.75	85.00
Roccoco. Red, rose or lilac, or white with eye	1.75	11.50	27.50	53.75	105.00

If you are in the market for Cyclamen seed in larger quantity than quoted herein and will indicate to us your needs, we will be glad to quote special price—the true "Ferd. Fischer Strain" has few, if any, competitors as to quality. Particularly does this refer to many of his exclusive and outstanding shades.

Ferd. Fischer's Cyclamen is now considered the
"Standard" for American and Canadian culture.



TYPE OF FERD. FISCHER'S GIANT CYCLAMEN



One of the numerous Greenhouses utilized by Ferd. Fischer (Germany) for production of Giant Show Cyclamen Seed to supply American Bulb Co., Chicago and New York. Mr. Ferd Fischer in foreground.



"Supreme" Quality



Flower Seeds



DELPHINIUM—Hardy Larkspur

Blackmore and Langdon's Strain. Unsurpassed Hybrids.

DAHLIA

	Tr. Pkt.	Oz.
Double Large Flowering, Mixed..	\$0.50	\$2.25
Double Cactus, Mixed.....	.40	4.00
Single, Coltness Strain.....	.50	3.50
Single Collarette, Mixed.....	.30	1.35
Single, Mixed.....	.25	1.00

DAISY—Shasta

Perennial, but will flower the first season from seed if sown early in the year. Excellent for cutting.

*Shasta Daisy—"Alaska." Pure white.	
Tr. Pkt.....	40c
Oz.....	\$1.50
*Maximum—"King Edward VII." Pure white.	
Tr. Pkt.....	20c
Oz.....	.60c

DATURA FASTUOSA

Double Mixed. Tr. Pkt.....	15c
Oz.....	50c

*DELPHINIUM—Hardy Larkspur

Belladonna. Light turquoise blue.	
Tr. Pkt....	40c
Oz....	\$2.00
1/4 Lb....	\$7.00
Bellamosum. A rich, deep blue form of Bella-	
donna. Tr. Pkt.....	50c
Oz.....	\$2.50
King Hybrids. (See novelties.)	
Tr. Pkt..	\$1.00
Oz..	\$5.00
1/4 Oz..	\$1.50
Gold Medal Hybrids. Fine strain of mixed	
Hybrids. Tr. Pkt.....	50c
Oz.....	\$2.50
Wrexham Hollyhock Strain.	
Tr. Pkt.....	\$1.00
Oz.....	\$7.00
Blackmore & Langdon's Hybrids.	
Tr. Pkt.....	\$1.00
Oz.....	\$5.00
Chinense. Intense gentian blue, dwarf.	
Tr. Pkt.....	35c
Oz.....	\$1.00

Delphinium (Continued)

Chinese Album. White dwarf.	
Tr. Pkt.....	20c
Oz.....	.75c
Formosum. Deep blue with white center.	
Tr. Pkt.....	50c
Oz.....	\$3.00
Cardinale. Scarlet. Tr. Pkt....	50c
Oz....	\$3.00
Zalil or Sulphureum. Yellow, orchid-like flowers.	
Tr. Pkt.....	\$1.00
1/4 Oz.....	\$2.50
Chinensis. Blue Butterfly. Ultramine blue.	
Tr. Pkt.....	40c
Oz.....	\$1.50

DIANTHUS—Hardy Pink

*Allwoodii (New Perpetual Hardy Pinks).	
Pkt. of 100 Seeds.....	\$1.00
*Allwoodii Alpinus. Fine for rockeries and walls.	
100 Seeds.....	\$1.00
1,000 Seeds.....	\$6.50
*Latifolius Atrococcineus fl. pl. Rich, fiery scar-	
let-crimson. Tr. Pkt....	25c
Oz....	\$1.50
*Plumarius Single Mixed (Pheasant Eye Pink).	
Tr. Pkt.....	25c
Oz.....	.75c
*Plumarius Double Mixed (Hardy Garden	
Pinks). Tr. Pkt.....	35c
Oz.....	\$2.00
*Plumarius Semperflorens (Ever-blooming Hardy	
Pinks). Mixed colors.	
Tr. Pkt.....	50c
Oz.....	\$2.50
*Dwarf Erfurt. Double mixed.	
Tr. Pkt.....	40c
Oz.....	\$2.00
*Clove-Scented. Mixed. Perennial.	
Tr. Pkt.....	50c
Oz.....	\$2.50

DIANTHUS—Pinks (Annual)

Double Fireball. Fiery red.	
Tr. Pkt.....	20c
Oz.....	\$1.00
Heddeiwigii. Double Japan. Best mixed.	
Tr. Pkt.....	15c
Oz.....	.60c
Giant Double Annual. Mixed.	
Tr. Pkt.....	15c
Oz.....	.75c

*DIANTHUS—Plumarius Cyclops

Various colors, with blood red eye. Tr. Pkt....	25c
Oz.....	.75c

DIANTHUS—Sweet Wivelsfield

Mixed. Tr. Pkt.....	50c
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*DICTAMNUS—Gas Plant

Fraxinella Alba. Seed somewhat slow in germinating.	
Tr. Pkt.....	25c
Oz.....	\$2.40

DIDISCUS COERULEUS

Blue Lace Flower. Excellent for bouquets. Flowers continually from	
July until frost. A money maker for florists.	
Tr. Pkt.....	25c
1/4 Oz.....	40c
Oz.....	\$1.00

DIGITALIS—Foxglove

(Biennials)	
Giant Shirley. A greatly improved strain.	
Tr. Pkt.....	50c
Oz.....	\$2.50
Monstrosa (Mammoth Foxglove). Mixed.	
Tr. Pkt.....	20c
Oz.....	.85c
Gloxinaeflora. Mixed; all colors. Tr. Pkt.....	20c
Oz.....	.85c

DIMORPHOTHECA

African Orange Daisy. Choice for cutting and adapted to forcing.	
Tr. Pkt.....	25c
Oz.....	\$1.00
Hybrid Mixed. Tr. Pkt.....	25c
Oz.....	\$1.00

DOLICHOS—Hyacinth Bean

Desirable Annual Climber.	
Purple Violet. Tr. Pkt.....	10c
Oz.....	.20c
Daylight, White. Tr. Pkt.....	10c
Oz.....	.20c

DRACAENA

Desirable as center plants for baskets, vases, etc. Seed must be rubbed out of hull before sowing.

Australis. Broad leaves. 1/4 Lb....	\$1.75
Tr. Pkt....	15c
Oz....	.50c
Indivisa. Narrow green leaves. The popular kind for bedding or vases.	
1/4 Lb.....	\$1.25
Tr. Pkt.....	15c
Oz.....	.40c
Dusty Miller. (See Centaurea and Cineraria Maritima.)	

*ECHINOPS RITRO—Globe Thistle

Silvery, thistle-like foliage and fine, steel-blue flowers.	
Tr. Pkt.....	25c
Oz.....	.75c

*ERYNGIUM—Sea Holly

Amethystinum. Tr. Pkt.....	50c
Oz.....	\$2.50

ESCHSCHOLTZIA—California Poppy

Choice Mixed. All colors. Tr. Pkt.....	15c
Oz.....	.25c

*EUPATORIUM—Thoro Wort

Ageratoides. Dense heads of minute white	
flowers from August to October.	
Tr. Pkt.....	25c
Oz.....	\$1.00
Purpureum. Wine red.	
Tr. Pkt.....	25c
Oz.....	\$1.20

EUPHORBIA

Heterophylla (Mexican Fire Plant).	
Tr. Pkt.....	20c
Oz.....	\$1.00
Variegata (Snow-on-the-Mountain).	
Tr. Pkt.....	15c
Oz.....	.40c

FEVERFEW—Matricaria

Double White. Extra for cut flowers.	
Tr. Pkt.....	15c
Oz.....	.40c

FORGET-ME-NOT

"Susanne." Best variety for cut flowers.	
Pkt.....	\$1.00
6 Pkts.....	\$5.00

GAILLARDIA

(Annual Varieties).	
Picta Single. Mixed. Tr. Pkt.....	15c
Oz.....	.40c
Picta Lorenziana Double. Mixed.	
Tr. Pkt.....	15c
Oz.....	.40c

GAILLARDIA

*The Dazzler.	
The flowers are very large, of dark, rich red with a	
bright orange tip on the end of each petal,	
making it a very attractive flower for florists.	
Tr. Pkt.....	50c
Oz.....	\$2.00
Tr. Pkt. Oz.	

*Portola Hybrids. These are hybrids of	
the well-known Portola variety and repro-	
duce quite satisfactory from seed. This	
is a red with a golden tip.....	\$0.50
*Grandiflora Compacta. A compact va-	
riety, forming bushy plants 12 to 15 inches	
high.....	.15
*Grandiflora Superb Mixed.....	.15
*Tangerine. True tangerine color.....	.25
*Bremen. Coppery scarlet with brown	
disc, marguerite-shaped flower.....	.30
*Burgundy. Beautiful wine red.....	.50

Note: All of the above are treated as Annuals excepting kinds marked thus (*), which are Perennials.

WE SUPPLY A SPECIAL STRAIN OF DELPHINIUM PLANTS FOR UNDER-GLASS CULTURE.



*GALEGA

Bicolor Hartlandi. White and lilac.
Tr. Pkt. 20c Oz. 75c

GAMOLEPIS

Tagetes. A beautiful edging plant, with daisy yellow-like flowers. Tr. Pkt. 25c Oz. \$1.25

GAURA LINDHEIMERI

Fine for large groups.
Tr. Pkt. 20c Oz. 75c

*GENTIANA ACAULIS

Gentian Blue, 5 in. Tr. Pkt. 50c Oz. \$3.50

*GENTIANA LUTEA

Yellow, 40 in. Tr. Pkt. 35c Oz. \$1.50

GERANIUM

Zonale. Single mixed. Tr. Pkt. 35c Oz. \$1.50

GERBERA

(See illustration opposite)
Excellent for pots or cut flowers.
Jamesoni. Scarlet shades.
100 Seeds \$1.00 1,000 Seeds \$8.50
Jamesoni. Mixed Hybrids.
100 Seeds 60c 1,000 Seeds \$4.00

*GEUM—Avens

Atrosanguineum fl. pl.
Tr. Pkt. 35c Oz. \$1.50
Mrs. Bradshaw. Large, double brilliant orange-scarlet; in flower throughout the entire summer.
Tr. Pkt. 40c Oz. \$2.50

GILLIA—Capitata

A pretty annual for cutting, with heads of lavender-blue flowers.
Tr. Pkt. 15c Oz. 30c

GLOBE AMARANTH

A useful, everlasting and used in bedding, especially in semi-shady beds.
Mixed. All colors. Tr. Pkt. 15c Oz. 35c

GLOXINIA

Hybrida Grandiflora. Choicest mixed.
1/2 Tr. Pkt. 60c Tr. Pkt. \$1.00

GODETIA—Satin Flower

Tall, Double Azalea-Flowered Carminea (double Schamini). We highly recommend the Schamini type, which might be called tall Azalea-flowered. Produced on long stems. A particularly useful variety is Carminea, being a pink with a very striking marking.
Tr. Pkt. 25c Oz. 75c

Dwarf Double Azalea-Flowered Carminea. Can be described as a dwarf growing form of the tall, double Carminea, which has become so popular for a cut flower. This we recommend highly for pot culture. This plant is so floriferous that when it is in full bloom it is nothing but flower. It can be called an annual Azalea.

Tr. Pkt. 25c Oz. 75c

Floriosa. Blood-red. Tr. Pkt. 15c Oz. 50c

Rosamond. Shell-pink. Tr. Pkt. 15c Oz. 50c

Mixed. All colors. Tr. Pkt. 15c Oz. 50c

GOMPHRENA—Globe Amaranth

Splendid everlasting; excellent for cutting.
Nana Compacta Red. Purple-red.
Tr. Pkt. 15c Oz. 35c
Aurea Superba (Haageana). Orange-yellow.
Tr. Pkt. 20c Oz. 75c
Mixed Colors. Tr. Pkt. 15c Oz. 35c

GOURDS—Ornamental

Mixed, Various Sorts. Tr. Pkt. 15c Oz. 25c

GRASSES—Ornamental

Pennisetum Ruppelianum (Purple Fountain Grass). Tr. Pkt. 20c Oz. \$1.50
Longistylum. Tr. Pkt. 15c Oz. 50c
Above used largely for bordering canna beds.

GREVILLEA—Silk-Oak

Ornamental foliage plant for vases, etc. Easily raised from seed. Tr. Pkt. 20c Oz. 85c

GYPSOPHILA—Baby's Breath

Free blooming plants of easiest culture. Desirable for cutting to mix with other flowers.

Elegans Grandiflora Alba. "Paris Market," an improved strain. 1/4 Lb. 60c Lb. \$1.75
Tr. Pkt. 15c Oz. 25c

Numerous growers make several sowings of Paris Market "Baby's Breath" during spring and summer season. Provides excellent cut flower material.

Elegans Grandiflora Rosea. 1/4 Lb. 75c; Tr. Pkt. 15c Oz. 30c

Elegans Grandiflora Crimson. 1/4 Lb. 75c; Tr. Pkt. 15c Oz. 30c

Elegans Grandiflora Carmine. 1/4 Lb. 75c; Tr. Pkt. 15c Oz. 30c

*Paniculata, Single. Tr. Pkt. 25c Oz. 60c

*Paniculata, Double. Tr. Pkt. 75c Oz. \$6.00

*Pacifica. Rose-colored. Tr. Pkt. 50c Oz. \$3.00

HARDY GYPSOPHILA "EHRLEI"

(Offered in perennial plant pages of this book) is exceptional for cutting.

*HELENIUM—Sneeze Wort

Strong-growing hardy perennials, giving an enormous crop of flowers, in late summer.

Autumnale Superbum. Golden-yellow flowers; 5 to 6 feet. Tr. Pkt. 25c Oz. \$1.00

Riverton Beauty. Rich lemon-yellow, with a large purplish-black cone; 4 feet. Tr. Pkt. 25c Oz. \$1.50

*HEUCHERA SANGUINEA

Coral Red. Tr. Pkt. 50c

Rosy Glow. Giant plant, massive flower of fine rose-pink, on white ground. Very beautiful. Tr. Pkt. 15c Oz. 50c

HELIANTHUS—Sun Flower

(Annual Varieties)

Chrysanthemum Flowered. Double yellow. Tr. Pkt. 15c Oz. 25c

Cucumerifolius (Miniature Sun Flower). Single yellow. Tr. Pkt. 15c; Oz. 50c

Cut and Come Again. Single yellow. Tr. Pkt. 15c Oz. 25c

Double Globe (Globosus Fistulosus). Rich yellow. Tr. Pkt. 15c Oz. 25c

Dwarf Double (Globe of Gold). Deep yellow. Tr. Pkt. 15c Oz. 25c

New Red. Extra large flowers; some are rich chestnut red, others tipped with yellow. Tr. Pkt. 15c Oz. 40c

Oscar Wilde. Single yellow, with black center. Tr. Pkt. 15c Oz. 25c

Russian. Large yellow; single. Oz. 5c

Stella. Single yellow, black center. Tr. Pkt. 15c Oz. 50c

*Angustifolius. Blooms in late autumn. Very tall, yellow flower with black center. Good cut flower. Tr. Pkt. 30c Oz. \$1.25

*Maximilian. Early flowering, yellow. Tr. Pkt. 50c Oz. \$2.50

HELICHRYSUM—Strawflowers

Our strain produces large, perfect double flowers. Excellent for cut flowers, either fresh or in dried state. Tr. Pkt. Oz. Lb.

Fireball. Showy, deep crimson. \$0.20 \$0.60 \$6.00

Golden Ball. Clear golden-yellow. .20 .60 6.00

Canary Yellow Buttercup. New. .20 .60 6.00

Rose-Carmine. .20 .60 6.00

Rose-Pink. .25 1.00 10.00

Salmon-Pink. .20 .60 6.00

Silver-Pink. .20 .60 6.00

Silver Ball. White. .20 .60 6.00

Violet. .20 .60 6.00

Mixed. All colors. .15 .50 5.50



GERBERA—SOUTH AFRICAN DAISY
We have a particularly fine strain of this popular cut flower.

HELIOTROPE

Lemoine's Giant. Excellent large flowering strain.

Tr. Pkt. 40c Oz. \$2.00

Choice Mixed. Tr. Pkt. 25c Oz. \$1.00

*GIANT HIBISCUS—Marshmallow

Crimson Eye. White, crimson eye.

Tr. Pkt. 20c Oz. 60c

Moscheutos Roseus. Large, pink. Tr. Pkt. 15c Oz. 80c

*HOLLYHOCK

Extra fine Chaters' strain, producing a very large percentage of double flowers.

Double Pink, Rose-Pink, Scarlet, Crimson, Salmon, White, Yellow or Maroon.

Tr. Pkt. 20c Oz. \$1.25

Double Mixed. Tr. Pkt. 20c Oz. \$1.00

Single Everblooming Mixed. Tr. Pkt. 20c Oz. 85c

Double Everblooming Mixed. Tr. Pkt. 20c Oz. \$1.00

Exquisite. Very large flowers with beautifully curled and fringed white-margined petals, each adorned with a long blotch in various shades of red. (Exceptional.)

Tr. Pkt. 25c Oz. \$2.00

Imperator. Mixed Colors. Tr. Pkt. 50c Oz. \$1.75

(See novelty pages for illustration.)

HUMULUS—Japanese Hop

Rapid growing annual climber, quite ornamental.

Japonicus. Green foliage. Tr. Pkt. 15c Oz. 35c

Folius Variegatus. Foliage mottled white. Tr. Pkt. 15c Oz. 50c

HUNNEMANNIA—Bush Escholtzia

Fumariaefolia. Produces flowers from July till frost. Desirable for cutting.

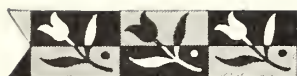
Tr. Pkt. 15c Oz. 50c

HYACINTH BEAN

(See Dolichos)

NOTE: All of the above are treated as Annuals, excepting kinds marked thus (*), which are Perennials.

A. B. C. "SUPREME" QUALITY LAWN GRASS SEED ABSOLUTELY DEPENDABLE.



NEW LARKSPUR "GLORIA"

Plant showing the extreme base branching habit of "Giant Imperial." Note the long stems produced by this new type, and its possibilities as a cut flower.

IBERIS—Hardy Candytuft

- **Gibraltarica Hybrida*. White shading to lilac.
Tr. Pkt. 20c Oz. \$1.00
- **Sempervirens*. The popular hardy white variety.
Tr. Pkt. 50c Oz. \$2.00

ICE PLANT

- Mesembryanthemum Crystallinum*.
Tr. Pkt. 15c Oz. 50c

IMPATIENS—Sultan's Balsam

Splendid for house and conservatory; fine for pot plant.

- Sultani*. Vermilion. Tr. Pkt. 40c
- Sultani Hybrids*. Mixed. Tr. Pkt. 40c
- Holsti*. Vermilion. Tr. Pkt. 40c
- Holsti Hybrids*. Mixed. Tr. Pkt. 40c

IPOMOEA—Moonflower

- Noctiflora* (Moonflower). (Mexicana Grandiflora Alba.)
1/4 Lb. ... \$1.25 Tr. Pkt. ... 15c Oz. ... 40c
- Heavenly Blue* (Rubro-Coerulea).
Tr. Pkt. 20c Oz. 90c
- Setosa* (Brazilian Morning Glory). Pink.
Tr. Pkt. 15c Oz. 30c

KOCHIA

- Summer Cypress or Mexican Fire Bush Childsi.
Improved strain.
Tr. Pkt. 10c Oz. 20c

LANTANA

Desirable for bedding, pot culture or vases.

- Dwarf Compacta*. Mixed.
Tr. Pkt. 15c Oz. 50c
- Hybrida*. Tall, mixed.
Tr. Pkt. 15c Oz. 40c

*LATHYRUS—Everlasting or Hardy Sweet Pea

Showy, free-flowering, hardy perennial climbers for covering old stumps, fences, etc., continually in bloom; fine for cutting.

- Latifolius "White Pearl"*. The finest white.
Tr. Pkt. 20c Oz. 85c
- Pink Beauty*. Rosy pink.
Tr. Pkt. 20c Oz. 85c
- Red*. Rosy red.
Tr. Pkt. 20c Oz. 85c
- Mixed*. All colors.
Tr. Pkt. 20c Oz. 85c

*LAVANDULA VERA

- True Sweet Lavender*.
Tr. Pkt. 25c Oz. \$1.00

*LIATRIS PYCNOSTACHYA

(See illustration in Perennial plant pages of this book.) This perennial is one of the most attractive items both as a cut flower, or in the garden. It blooms in midsummer and throws up long, narrow spikes of rich purple flowers four feet high. Seeds should be sown early in the spring, or July and August.

- Tr. Pkt. ... 35c 1/4 Oz. ... 50 Oz. ... \$1.50

*LIATRIS SCARIOSA

A companion to the above with rose-purple flowers which are produced in a more spreading fashion than "Pycnostachya."

- Tr. Pkt. ... 35c 1/4 Oz. ... 50c Oz. ... \$1.50

*LILIUM REGALE

- Tr. Pkt. ... 25c 1,000 Seeds ... \$1.00 Oz. ... \$2.00

For price of bulbs, see Lily page in this book.

*LINARIA—Macedonia Speciosa

Reselected. This is a very fine perennial, easily grown from seed, and is undoubtedly the best yellow perennial that can be grown for general use. It is hardy and can be used where medium height is needed in rock garden work, etc.

- Tr. Pkt. 35c Oz. \$2.00

LINARIA

**Cymbalaria* (Kenilworth Ivy or Mother of Thousands). Lavender and purple. A beautiful, hardy perennial trailing plant, suitable for baskets, vases, pots and rock work.

- Tr. Pkt. 40c Oz. \$2.00

SPECIAL

We highly recommend the "Li-atris Family" for summer cut flowers. Exceptional for arranging with orange Marigolds Tagetes, "Guinea Gold," etc. See plant offering of this family in perennial plant pages of this book.

LARKSPUR

An exceptional Annual for cut flowers either under glass or in the open.

Now practically indispensable to the florist trade either as regards production for wholesale market or your own retail outlet. (Particularly recommended to plant under glass, when mums are through or later.) California growers have the past few years been vieing with each other in the introduction of up-to-date cut flower shades; the "Giant Imperial" type is particularly recommended.

GIANT IMPERIAL TYPE

These Larkspurs are ideal for cut flowers as the flower stems, three to four feet long, branch from the base of the plant (see illustration opposite), much superior we believe to the tall stock flowered for cut flowers.

Miss California (New). Rich, deep pink suffused salmon. This is a deep and especially attractive color.

- Tr. Pkt. ... 50c 1/4 Oz. ... 75c Oz. ... \$2.50

Carmine King. Rich carmine rose, deep enough to be placed between *Miss California* and *Newport Pink*. We find this the most attractive shade on the list.

- Tr. Pkt. ... 50c 1/4 Oz. ... 75c Oz. ... \$2.50

Blue Spire. Intense deep oxford blue.

- Tr. Pkt. ... 35c 1/4 Oz. ... 60c Oz. ... \$2.00

White Spire. Pure white.

- Tr. Pkt. ... 35c 1/4 Oz. ... 60c Oz. ... \$2.00

Exquisite Pink. Soft pink shaded salmon.

- Tr. Pkt. ... 25c 1/4 Oz. ... 40c Oz. ... \$1.00

Exquisite Rose. Rose pink.

- Tr. Pkt. ... 25c 1/4 Oz. ... 40c Oz. ... \$1.00

Lil'ac Spire. Lilac.

- Tr. Pkt. ... 35c 1/4 Oz. ... 60c Oz. ... \$2.00

Gloria. Rich, deep, rose (see illustration opposite). A distinct new florist shade.

- Tr. Pkt. ... 50c 1/4 Oz. ... 85c Oz. ... \$3.00

Imperial Mixed Larkspur.

- Tr. Pkt. ... 35c 1/4 Oz. ... 60c Oz. ... \$2.00

LARKSPUR

TALL BRANCHING STOCK FLOWERED TYPE

Empress. Rose pink.

- Tr. Pkt. ... 25c Oz. ... \$1.00 Lb. ... \$15.00

Los Angeles. Rose on salmon ground.

- Tr. Pkt. ... 25c Oz. ... \$1.25 Lb. ... \$15.00

La France. Pleasing salmon pink.

- Tr. Pkt. ... 25c Oz. ... 75c Lb. ... \$10.00

Sky Blue.

- Tr. Pkt. ... 25c Oz. ... 60c Lb. ... \$ 6.00

Dark Blue.

- Tr. Pkt. ... 25c Oz. ... 80c Lb. ... \$ 8.00

Lilac.

- Tr. Pkt. ... 25c Oz. ... 80c Lb. ... \$ 9.00

Rosy Scarlet.

- Tr. Pkt. ... 25c Oz. ... 60c Lb. ... \$ 6.00

White.

- Tr. Pkt. ... 25c Oz. ... 80c Lb. ... \$ 8.00

Newport Pink (Lustrous carmine).

- Tr. Pkt. ... 25c Oz. ... 60c Lb. ... \$ 6.25

LARKSPUR

Tall Branching Stock Flowered in Finest Mixture

- Tr. Pkt. ... 20c Oz. ... 50c Lb. ... \$4.00

NOTE: All of the above are treated as Annuals excepting kinds marked thus (*), which are Perennials.

NASTURTIUM "GOLDEN GLEAM," A DESIRABLE CUT FLOWER.

LOBELIA

Sow early to get best results.

Barnard's Perpetual. Dwarf blue, white eye.	Tr. Pkt.....	30c	Oz.....	\$1.50
Speciosa. Dark blue, trailing.	Tr. Pkt.....	25c	Oz.....	\$1.00
Crystal Palace Compacta. Dwarf dark blue.	Tr. Pkt.....	50c	Oz.....	\$2.50
Emperor William. Dwarf, light blue.	Tr. Pkt.....	30c	Oz.....	\$1.75
Erinus Gracilis. Light blue, trailing.	Tr. Pkt.....	15c	Oz.....	.75c
Sapphire. Deep blue, white eye, trailing.	Tr. Pkt.....	40c	Oz.....	\$2.00
White Gem. Dwarf, white.	Tr. Pkt.....	30c	Oz.....	\$1.75
Bedding Queen. Blue, white eye.	Tr. Pkt.....	30c	Oz.....	\$2.00
*Cardinalis—Cardinal Flower.	Tr. Pkt.....	50c		
*Syphilitica Blue.	Tr. Pkt.....	50c		

LUNARIA—"Honesty"

Alba. Admired for its silvery seed panicles.	Tr. Pkt.....	15c	Oz.....	65c
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LEPTOSYNE

Maritima. Yellow. 24 in.	Tr. Pkt.....	25c	Oz.....	\$1.25
Stillmanii. Golden yellow. 18 in. Excellent for cutting. Blooms six weeks after sowing.	Tr. Pkt.....	25c	Oz.....	\$1.25

*LINUM

Perenne (Perennial Flax). Blue.	Tr. Pkt.....	15c	Oz.....	50c
Narbonense. Steel blue. Large flowering.	Tr. Pkt.....	40c	1/4 Oz...	\$1.00
Flavum. Yellow.	Tr. Pkt.....	40c	1/4 Oz...	\$1.00

LUPINUS, ANNUAL

Fine for forcing; splendid cut flower.

Pink, Rich Blue, Sky Blue, White, Scarlet, White Tipped Rose or Yellow.	Tr. Pkt.....	15c	Oz.....	35c
	Lb.....			\$3.25

*LUPINUS POLYPHYLLUS—Lupine

Effective plants, producing large spikes of flowers: blooming in May and June. They require only well-prepared garden soil, preferably in a semi-shady location. 3 feet.

	Tr. Pkt.	Oz.
Moerheimi. Soft Pink.....	\$0.30	\$1.00
Princess Juliana. Shell Pink.....	.30	1.00
Sunshine. Golden yellow.....	.30	1.00
Downers New Hybrids30	1.00
Polyphyllus. Rose.....	.20	.70
Polyphyllus. Blue.....	.15	.40
Polyphyllus. White.....	.15	.40
Polyphyllus Mixed15	.40

*LYCHNIS—Rose Campion—Jerusalem Cross

Chalcedonica. Fine scarlet flowers.	Tr. Pkt.....	20c	Oz.....	65c
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MALOPE

Grandiflora. Finest mixed.	Tr. Pkt.....	15c	Oz.....	25c
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MARIGOLD

"All-Double"

Orange and

Tagetes

"Guinea Gold"

intermingled

with

"Liatris"

(see previous

page).

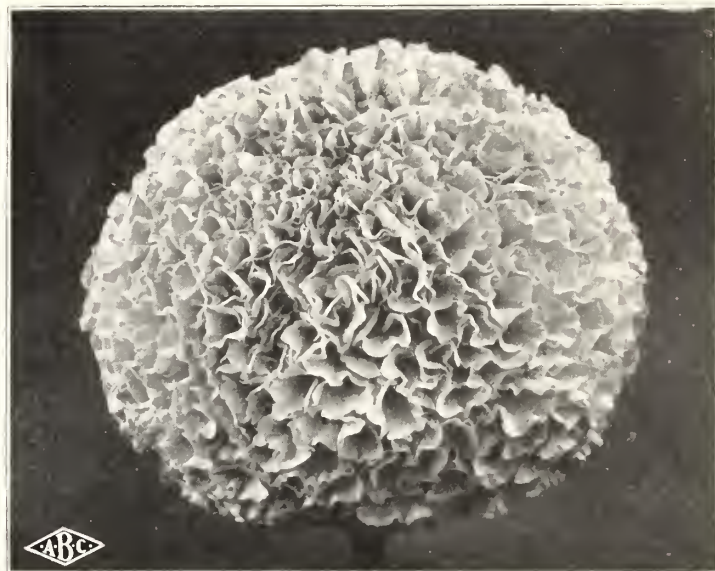
Provides a

"Happy Tone"

combination

for basket work,

etc.



MARIGOLD—TALL AFRICAN "ALL-DOUBLE" ORANGE

MARIGOLD—Tall African Varieties

Tall African "Alldouble." Last year "Alldouble Orange" was introduced and immediately became a favorite. This year "Alldouble Lemon" is added to the list. Both varieties usually produce 95 per cent of large, double blooms.

"Alldouble Orange."	Tr. Pkt....	50c	1/4 oz...	75c	Oz....	\$2.00
"Alldouble Lemon."	Tr. Pkt....	50c	1/4 oz...	75c	Oz....	\$2.00
"Orange Ball." Double orange.	Tr. Pkt....	20c	Oz....	\$1.00	Lb....	\$12.00
"Lemon Ball." Clear lemon-yellow.	Tr. Pkt....	20c	Oz....	\$1.00	Lb....	\$12.00
Tall African Mixed.	Tr. Pkt.....	15c	Oz.....			60c

Dwarf Varieties

Pride of Garden (Dwarf African). Golden yellow.	Tr. Pkt.....	15c	Oz.....	50c
"Legion of Honor." Single, golden yellow with crimson spot.	Tr. Pkt.....	15c	Oz.....	45c
"Electric Light." Double Legion of Honor.	Tr. Pkt.....	15c	Oz.....	45c
Dwarf, Gold Striped. Brownish red, striped yellow.	Tr. Pkt.....	15c	Oz.....	45c
Dwarf, French Mixed.	Tr. Pkt.....	15c	Oz.....	35c
Dwarf, Lilliput. Very dwarf, excellent for pots.	Tr. Pkt.....	15c	Oz.....	50c
Tall French Single "Josephine." Single, dark crown with edging of gold and a glint of crimson. Very desirable for pot plants.	Tr. Pkt.....	15c	Oz.....	60c

MARIGOLD—Dwarf French

"Robert Beist" Selected Strain

This dwarf French Marigold is very desirable as a cut flower. The blooms measuring about the equivalent of a fifty-cent coin and the color combination most pleasing, namely, velvety reddish brown with small golden center. Robert Beist is a particularly free bloomer and for retail cut flower work, also as a pot plant for Mothers' Day sales, should prove worth growing in some quantity.

Robert Beist.	Tr. Pkt....	25c	Oz....	\$1.00
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MARIGOLD—Giant French

"Pulchra-Plena." Brown and gold. Tall growing and excellent for culture, either under glass or in the open. We highly recommend this for cutting. Tr. Pkt.... 25c Oz..... \$1.00

MARVEL OF PERU—Four O'Clock

Mixed Colors.	Oz....	10c	1/4 lb....	30c
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MATTHIOLA

Bicornis. Evening scented stock, purplish lilac.	Tr. Pkt.....	15c
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MATRICARIA—Feverfew

Capensis fl. pl. Double white; choice cut flower.	Tr. Pkt.....	20c	Oz.....	50c
Golden Ball. Of compact habit with densely double golden yellow blooms which completely cover the plant; exceptional for bedding.	Tr. Pkt.....	35c	Oz.....	\$1.25

MESEMBRYANTHEMUM

Crystallinum. Ice plant. White flowers.	Tr. Pkt.....	15c	Oz.....	40c
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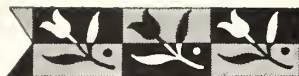
MIGNONETTE

Desirable for cutting. Fragrant.

Allen's Defiance.	Tr. Pkt....	15c	Oz....	40c
"The Ball." For those florists who grow Mignonette under glass, we recommend this strain as being the best cutting variety because of its heavy, closely set, long spikes and attractive color.	Tr. Pkt....	\$1.00	3 Tr. Pkts..	\$2.50
	Oz....			\$7.00
Bismarck. Large, compact spikes.	Tr. Pkt.....	20c	Oz.....	85c
Golden Machet. Golden yellow.	Tr. Pkt.....	15c	Oz.....	75c
Goliath. Extra large spikes.	Tr. Pkt.....	25c	Oz.....	\$1.00
New York Market. Greenhouse grown; one of the finest for forcing.	1/8 oz...	\$1.00	Tr. Pkt....	50c
	Oz....			\$4.00
Machet. Red; fine spikes.	Tr. Pkt.....	15c	Oz.....	65c
Sweet Scented. Odorata.	Oz.....			15c

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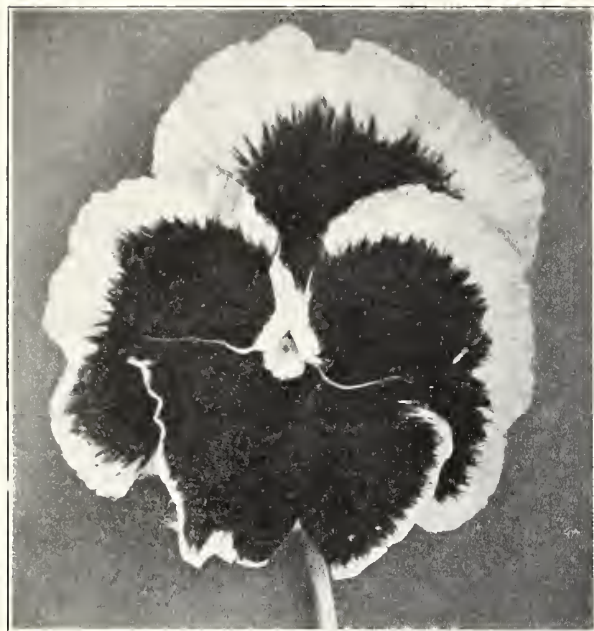
A. B. C. "SUPREME" LAWN GRASS SEED IS DEPENDABLE



"Supreme" Quality



Flower Seeds



TYPE OF A. B. C. "DE LUXE" PANSY MIXTURE

NASTURTIUM

"Golden Gleam." A new Nasturtium of semi-trailing habit. Sweet-scented and especially recommended for cut flowers. (See novelty pages in this book for illustration.)

Tr. Pkt. 25c 1/2 Oz. 60c
Oz. \$1.00 1/4 Lb. \$3.50

Dwarf or Tom Thumb Varieties.

Empress of India. Crimson; dark foliage.

1/4 Lb. 40c Lb. \$1.25 Oz. 15c

Golden King. Golden yellow.

1/4 Lb. 40c Lb. \$1.25 Oz. 15c

King Theodore. Crimson-maroon.

Dark foliage.

1/4 Lb. 40c Lb. \$1.25 Oz. 15c

Salmon Pink.

1/4 Lb. 40c Lb. \$1.25 Oz. 15c

Dwarf Flowering. Mixed.

1/4 Lb. 35c Lb. \$1.20 Oz. 10c

Dwarf Lilliput. Mixed. Fine for pots.

1/4 Lb. 50c Lb. \$1.50 Oz. 15c

NASTURTIUM

Climbing or Trailing Varieties.

King Theodore. Crimson-maroon.

Dark foliage.

1/4 Lb. 30c Lb. \$1.00 Oz. 10c

Nasturtium (Continued)

Pink. 1/4 Lb. 30c Lb. \$1.00 Oz. 10c

Scarlet. 1/4 Lb. 30c Lb. \$1.00 Oz. 10c

Golden Yellow.

1/4 Lb. 30c Lb. \$1.00 Oz. 10c

Tall Giant Flowering. Mixed.

1/4 Lb. 30c Lb. \$1.00 Oz. 10c

Mme. Gunther Hybrids. Mixed.

1/4 Lb. 40c Lb. \$1.50 Oz. 15c

Lobb's Climbing. Mixed.

1/4 Lb. 30c Lb. \$1.00 Oz. 15c

NEMESIA

Compacta. Blue gem. 9 inches.

Tr. Pkt. 50c 1/8 Oz. \$1.00

Varying in color from creamy white to deep orange and carmine. Excellent for bedding.

Mixed. Tr. Pkt. 35c Oz. \$1.80

NICOTIANA—Ornamental Tobacco

Showy sweet-scented annual plants, giving a continuous display of summer flowers.

Tr. Pkt. Oz.

Affinis. Fragrant, white. \$0.15 \$0.35

Affinis Hybrida. Mixed.15 .40

Sanderae. Red.15 .50

NIEREMBERGIA

For baskets, vases or bedding out.

Frutescens. White, tinted lilac.

Tr. Pkt. 30c Oz. \$4.00

ODONTOSPERMUM SERICEUM

Golden yellow. A new plant from the Canary Island. (See novelty pages for complete description.) Tr. Pkt. \$1.00

A. B. C. "SUPREME PANSIES"

A. B. C. DE LUXE MIXTURE

This strain is superior to anything offered in the line of Pansies. Originally we only had a very limited supply of this seed and sold same only in small quantities. The demand was always greater than the supply. Because of its brilliant colors, long stems, numerous flowers and early flowering habit, this strain is well suited both for forcing and outdoors.

Tr. Pkt. \$1.00 3 Tr. Pkts. \$2.50 Oz. \$15.00

PANSY ROGGLI

"Improved Swiss Giants." The flowers are flat, of excellent substance, of immense size, and the mixture shows outstanding and very attractive colors, mostly large blotched. We especially recommend this strain, both the mixture and separate colors.

ROGGLI

"Improved Swiss Giants Mixed."

Tr. Pkt. 50c 3 Tr. Pkts. \$1.25 Oz. \$7.00

"Lake of Thun." A solid blue pansy with dark blue blotches.

Tr. Pkt. 75c 3 Tr. Pkts. \$2.00 Oz. \$8.00

"Cardinal Shades."

Tr. Pkt. 75c 3 Tr. Pkts. \$2.00 Oz. \$8.00

"Golden Yellow."

Tr. Pkt. 75c 3 Tr. Pkts. \$2.00 Oz. \$8.00

STEELE'S PANSY MIXTURES

Supplied to us direct by Steele.

"400" Mixed. A super Swiss strain. Grand in size, form, color, substance. Huge jewels of velvet and red and gold, with variations of those colors, including shades entirely new.

1-16 Oz. 75c 1/8 Oz. \$1.25 1/4 Oz. \$2.75

1/2 Oz. \$4.25 Oz. \$10.00 2 Oz. \$18.00 4 Oz. \$34.00

Miracle Mixed. Finest types of our strains, latest novelties.

1-16 Oz. 75c 1/8 Oz. \$1.25 1/4 Oz. \$2.75

1/2 Oz. \$5.25 Oz. \$10.00 3 Oz. \$27.00 4 Oz. \$34.00

Greenhouse Special Mixed. Fine market strain.

1-16 Oz. 65c 1/8 Oz. \$1.00 1/4 Oz. \$1.75

1/2 Oz. \$3.25 Oz. \$6.00 2 Oz. \$11.00 3 Oz. \$15.00

4 Oz. \$19.00

PANSIES

A. B. C. "Private Stock. Fancy Exhibition Mixture. A. B. C. "Private Stock" is a really outstanding "all-purpose" mixture and has given the utmost satisfaction both for cut flowers and plant sales.

Tr. Pkt. 50c 1/8 Oz. \$1.25 1/4 Oz. \$2.00 Oz. \$7.00

A. B. C. GIANT PANSIES

Tr. Pkt. 1/4 Oz. Oz.

Apricot. \$0.50 \$0.80 \$3.00

Adonis. Light blue.30 .50 1.65

Bridesmaid. Apple blossom pink.50 .75 2.25

Black-Blue.30 .50 1.65

Bugnot. Shades of red, bronze.35 .80 3.00

Cardinal. Brilliant red.35 .60 2.40

Cecily. Steel blue.50 .75 2.75

Emperor William. Blue.30 .50 1.65

Giant Prize. Azure blue.30 .50 1.65

Golden Queen. Golden-yellow.30 .50 1.65

Hortensia Red.30 .50 1.65

King of the Blacks.30 .50 1.65

Lord Beaconsfield. Pure violet.30 .50 1.65

Madame Perret. Shades of pink and rose.30 .60 2.00

Peacock. Blue, claret and white.30 .50 1.65

Prince Henry. Dark blue.30 .50 1.65

Dark Brown Shades.30 .60 2.00

Pure Yellow.30 .50 1.65

Snow Queen. Pure white.30 .50 1.65

Striped and Mottled.30 .50 1.65

White with Eye.30 .50 1.65

Yellow with Eye.30 .50 1.65

Giant Trimarceau. Choice mixed. Tr. Pkt. 20c 1/4 Oz. 50c Oz. \$1.50 Lb. \$16.00

PANSY

ORDINARY MIXTURE

Tr. Pkt. 25c 1/4 Oz. 50c Oz. \$1.50

*PENTSTEMON

Sensation. Largely used for bedding; should be treated the same as Petunias, Verbenas, etc.; mixed colors.

Tr. Pkt. 40c Oz. \$3.50

New Hybrids Mixed. Hardy perennial; large spikes. Tr. Pkt. 50c Oz. \$3.00

Barbatus Torreyi. Spikes of brilliant scarlet flowers; height of 3 to 4 feet; mixed. Containing a great variety of sorts. Tr. Pkt. 20c Oz. 75c

MIMOSA—Sensitive Plant

Pudica. Tr. Pkt. 15c Oz. 40c

MIMULUS

Moschatus (Musk Plant). Tr. Pkt. 50c

Tigrinus (Monkey Flower). Tr. Pkt. 35c

Moonflower (See Ipomoea).

Morning Glory (See Convolvulus).

Mourning Bride (See Scabiosa).

MINA LOBATA

Climber. Rosy carmine. Tr. Pkt. 25c

MOMORDICA

Balsamina (Balsam Apple). Tr. Pkt. \$0.15 \$0.35

Charantia (Balsam Pear).15 .35

MUSA

Ensete (Abyssinian Banana).

25 Seeds. 50c 100 Seeds. \$1.25

MYOSOTIS—Forget-Me-Not

(Biennials) Standard Varieties.

Tr. Pkt. Oz.

Alpestris Victoria. Dwarf blue. \$0.40 \$3.00

Dissitiflora. Early bloomer, dark blue.40 3.00

Eliza Fanrobert (Robusta Grandiflora). Blue, fine for pots.30 1.50

Messidor. Deep blue. Late blooming. 12 inches.40 2.00

Marga Sacher. Deep sky blue, with extra large flowers.50

Palustris. Deep blue. The true marsh Forget-Me-Not. Perennial

Semperflorens. Everblooming.40 2.00

Royal Blue. Rich blue.25 1.00

Ruth Fischer. Fine blue.50

1-16 Oz. \$1.25

Alpestris, Mixed. All colors.15 .60

Pink Bouquet. 1/4 Oz. 75c

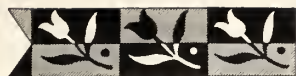
MYOSOTIS—Forget-Me-Not "Susanne"

Per Pkt. \$1.00 6 Pkts. \$5.00

Seed of above planted in April-May usually produce good blooming plants for Christmas holidays. Especially desirable for St. Valentine's Day.

Note: All of the above are treated as Annuals excepting kinds marked thus (*), which are Perennials.

A. B. C. "DE LUXE" PANSY MIXTURE IS EXCLUSIVE.



New Primula Malacoides "ERIKSSONII"

VALUABLE AS A POT PLANT
Exclusively Offered by
AMERICAN BULB COMPANY
CHICAGO NEW YORK
Excerpt from FLORISTS' REVIEW, May 29, 1930, issue

"Erikssonii" created somewhat of a sensation at the S. A. F. Convention, Cincinnati, Ohio, spring, 1931. These plants were exhibited in 6-inch and 7-inch pots. Every retail grower should carry a good number of this useful plant, if for no other purpose than cutting. It is just the thing for corsage or shoulder bouquets.

"Work in developing improved strains of Primula malacoides has brought considerable renown to Ernst E. Eriksson, a pot plant grower at Riverside, Ill., during recent years. At this time when, through the efforts of the American Bulb Co., he has been prevailed upon to disseminate these primulas to the trade, Mr. Eriksson offers the following description of the new kinds and their origin:

"I became interested in Primula malacoides in the year 1915, when I grew some fine plants from seeds of my own selected seed carriers, and I made up my mind that I was through with Primula obconica after I had a hard time with poisoning from obconica. But as the malacoides did not have an appearance at all like obconica at that time, I kept my eyes open for an improvement in the direction of larger flowers, stiffer stems and a good, showy pink color, as nearly red as possible, with a distinctive eye.

"I have found that malacoides improves slowly. It took three to four years to get a plant with a strong stem to build on. This stem, which makes my malacoides outstanding, was successfully developed from a plant that had two stems in one, being a freak with double stems and double-sized flowers. Out of this I got a number of freaks with double stems. Some with only one stem to a plant had blooms as large as those of a Dutch hyacinth. This, of course, was not practical, but, by careful selection, I got some wonderful seed carriers and have ever since been on the lookout for the best plants for my selection. I have pollinated back and forth for a number of years to get the color and size of the flower and to keep the strain from going back to that freakish beginning of too much of the double stem.

"I then made a selection and have succeeded in keeping three definite varieties. These I have named Wonder Baby, pink; Baby Rose, deepest pink; and New Baby, near lavender pink.

"These will make selling plants that will come up to any obconica and will not poison the most delicate skin. No malacoides have ever hurt me, and I am extremely sensitive to obconica poisoning.

"I have grown these malacoides for fifteen years and every year I have tried to get them better. I grew 25,000 plants in 1931. Half of these were sold in 5, 6 and 7-inch pots and the other half were used mostly for 3½ to 4-inch for combinations. I do not know of any plant that can be grown from seed that will make up better for a filler in a combination basket or box together with cyclamens and other plants, and also as a specimen plant at a low price.

"It is not so well adapted for Christmas, but it is fine from January 1 to March 1 in and around Chicago. It strikes St. Valentine's day in full bloom and, if grown cool and airy, will bloom for another month and be highly useful.

"The best time to sow this seed is May and June, or even to July 15."



New strain of Primula Malacoides "ERIKSSONII". Offered to take place of Obconica.

This plant is taking the place of Primula obconica where there is objection against the primrose poison, and it can be grown in a short season. Mr. Eriksson annually produces some 25,000 plants of above, approximately 15,000 of which are finished for the Chicago market and find ready sale at a happy price.

PRIMULA MALACOIDES "ERIKSSONII"

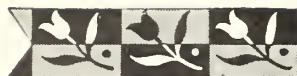
SPECIAL NOTE—We control entire output of originator's stock, under contract with the introducer, Ernst E. Eriksson, of Riverside, Ill., of both seed and plants for shipment during the year of 1932.

Delivery of seed will, we expect, be made next April-May and shipment of plants will start about September, 1932, since supply of both will be limited we urge early booking; orders filled in rotation.

We consider this the "de-luxe" plant novelty of the year and do not believe any grower of pot plants can afford to be without a good supply of the different kinds offered.

"WONDER BABY," Pink "BABY ROSE," Deepest Pink
"NEW BABY," Near Lavender Pink
Or Mixture of Above Named Varieties
Complete Cultural Directions Compiled by Mr. Eriksson Furnished Free with Each Order

Price each, trade pkt. (about 1,000 seeds).....\$ 2.00
Plants from 2¼-inch pots, mixed varieties only:
Per 100\$10.00; Per 1,00075.00
250 plants at 1,000 rate.
No order accepted for less than 50 plants.



"Supreme" Quality



Flower Seeds



EVOLUTION OF THE PETUNIA

Reading from left to right: Petunia Hybrida, Petunia Grandiflora, Petunia Grandiflora Fringed, Petunia Giants of California, Petunia A. B. C. Double Seed Producing.

"PETUNIAS FOR PROFIT"

GIANT FLOWERED—Single

The largest flowering Petunias.

	Tr. Pkt.	1-64 oz.	1-32 oz.	1-16 oz.	1/8 oz.
Diener's Giant Ruffled Pink. Fine rose and comes very true to color.	\$0.50	...	\$2.00	\$3.50	\$6.00
German Empress. A true ruffled giant, veined violet-blue with dark throat	.50	1.50
Giants of California. A true giant-flowered mixture	.50	1.00	1.75	2.75	5.00
Giant Steel Blue. Very large, extra choice blue, richly veined and fringed	1.00	3.00	5.00
Princess of Wurttemberg. Rich rose with purple veins. Very richly colored	.50	1.50
Ramona Strain Mixed. (See illustration on opposite page.) Choice selection from Dwarf Giants of California. We recommend this strain most highly both for pot plants and bedding	1.00	2.25	4.00
Theodosia. Large fringed pink with light throat	1.00	2.00	3.50	6.00	...
Purple Prince	.50	1.50
Brilliant Rose	.35	.75	1.25
Copper Red. A very attractive new shade.	Tr. Pkt. \$1.00	3 Tr. Pkts.			\$2.50

PETUNIA "FLORETTA"—A. B. C. Introduction

Color beautiful steel blue, veined black, flowers handsomely ruffled. Originator's strain. 500 seeds. \$1.00 1,000 seeds. \$1.75

LARGE FLOWERING—Single

Grandiflora fringed. Popular kind for bedding and pot culture.

	Tr. Pkt.	1-32 oz.	1-16 oz.	1/8 oz.
Diener's Ruffled Monsters. A well named mixture	\$0.75	\$3.00	\$5.50	\$10.00
Fimbriata, single mixed. Finely fringed mixture	.50	1.50	2.50	...
Fluffy Ruffles. A finely fringed mixture	.50	1.50	2.50	...
Pink Triumph. Fringed, large deep rose	.75	2.00	3.50	...
Romany Lass. Finely fringed red	.50	2.50
White Beauty. A well fringed large white	1.00	2.25	3.00	...
Viola cea. Violet velvety blue	.50	1.50	2.50	...

PORTLAND PETUNIAS—Single

Free flowering strong upright growth. Now very popular with the trade. (We supply originator's new crop seed.) "Elk's Pride" is the most outstanding of all purple varieties.

	Tr. Pkt.	3 Tr. Pkts.	6 Tr. Pkts.
Apple Blossom. Light pink	\$1.00	\$2.50	\$4.50
Elk's Pride. "Royal Purple"	1.00	2.50	4.50
Lilac Beauty. Soft lilac	1.00	2.50	4.50
Pride of Portland. Deep rose	1.00	2.50	4.50
Ruffled Heliotrope. Soft heliotrope	1.00	2.50	4.50
Scarlet Beauty. Bright scarlet	1.00	2.50	4.50
White Beauty	1.00	2.50	4.50
Mixed Colors	1.00	2.50	4.50
Pink Glory. Deep rose, large and attractive	.75	2.25	4.00

BALCONY PETUNIAS

Of semi-trailing habit, adapted to porch or window boxes.

Balcony Queen. Purple and white.			
Tr. Pkt. .50c	1-32 Oz. \$1.50	1-16 Oz. \$2.75	
Violet Blue, Crimson, Rose, White, Balcony Mixed.			
Tr. Pkt. .25c	1-16 Oz. .50c	1/4 Oz. \$1.75	

SINGLE SMALL-FLOWERED—Dwarf

Largely used for bedding, compact and free-flowering.

	Tr. Pkt.	1/8 oz.	1/4 oz.	1 oz.
Alderman. We find this deep violet-blue clearly superior to Blue Bird	\$0.35	...	\$0.75	\$2.50
Blue Bird. Deep violet-blue	.2575	2.50
Carmen Sylva. Baby blue with white throat	.2560	2.00
Dwarf Inimitable. Violet and white striped	.2550	1.50
Heavenly Blue. Light or silvery blue. Very choice	.50	\$1.00	1.75	...
Rose of Heaven. Clear rose-pink	.2560	1.75
Rosy Morn. Rich pink with white throat	.5075	2.50
Snowball. Dwarf white	.2550	1.50
Silver Blue. Light blue	.50	1.00	1.75	...
Special Mixture. Of all the above	.2550	1.50

SINGLE SMALL-FLOWERED

Largely used for bedding.

	Tr. Pkt.	1/4 oz.	1 oz.
Alba. Pure white	\$0.15	\$0.25	\$0.75
Countess of Ellesmere. Pink and white throat	.25	.40	1.00
General Dodds. Blood-red	.25	.40	1.50
Howard's Star Improved. Purple with white star	.25	.60	2.00
Lord Courtenay. Rich rose	.25	.50	1.50
Viola cea. Deep violet	.25	.75	2.50
Small-Flowering Mixture	.25	.50	1.75

"THEODOSIA" THE IDEAL PETUNIA FOR POT PLANTS, ESPECIALLY FOR MOTHERS' DAY SALES.



PETUNIAS

A. B. C. "DE LUXE" STRAINS—Continued

PETUNIA—A. B. C. "Supreme"

Double Seed Producing Mixture. (See illustration on page 2.) This is Mrs. Shepherd's original strain of Double Petunia which have never been surpassed in beauty, size, form or color.

Tr. Pkt. \$1.75 5 Tr. Pkts. \$8.00

MARVELOUS DOUBLE MIXED

Similar to the preceding, but with fewer of the very large, peony-flowered type. Tr. Pkt. \$1.00

NEW CARNATION OR SMALL FLOWERED DOUBLE

Mixed free bloomer. Excellent for pot plants.

Tr. Pkt. \$1.00 1-32 Oz. \$3.00

DOUBLE ROSY MORN

This beautiful small flowered double pink Petunia has come into the greatest favor. However, since seed produces only a nominal number of double flowers, it is well to sow early and take cuttings from the true double. Tr. Pkt. \$1.00 1-32 Oz. \$3.00

Plants from 2 1/4-inch pots, per 100. 7.00



New Dwarf California Giant "Ramona" Strain Petunia in Mixture. (Illustrated Above.) Has Proven a Most Successful Item for Pot Culture and Bedding.



PETUNIA—"THEODOSIA"

"THEODOSIA"—A. B. C. Introduction

The "All Purpose" Giant Flowered Single Fringed Petunia; Rose and Gold. Grow Petunia "Theodosia" for pot plant sales for Mothers' Day and Memorial Day. Equally desirable for bedding, window boxes, etc.

NOTE: We supply originator's true strain of "Theodosia." There is no substitute for this exceptional variety.

Tr. Pkt. \$1.00 3 Tr. Pkts. \$2.50 1-32 Oz. \$3.50 1-16 Oz. \$6.00

DOUBLE—"Shepherd's Pride"

Fringed shrimp pink, exceptionally good.

500 seeds. \$1.25 1,000 seeds. \$2.00

PETUNIA FLORETTA—A. B. C. Introduction

Habit similar to Theodosia and color beautiful steel blue; veined black flowers handsomely ruffled.

500 Seeds. \$1.00 1,000 Seeds. \$1.75

PETUNIA—"Ramona Strain"

Dwarf California Giants Mixed. (See illustration opposite.) This is a dwarf, sturdy type especially suited to pot culture and bedding. Flowers are beautifully ruffled and fringed with open, well marked throats.

Tr. Pkt. \$1.00 1-64 Oz. \$2.25 1-32 Oz. \$4.00

DOUBLE WHITE MADONNA

Pure white, deeply fluted. Tr. Pkt. \$1.50

PETUNIA NANA GRANDIFLORA—"White Cloud"

These produce fine, compact bushes only 12 inches high, covered with pure white blooms 3 to 3 1/2 inches in diameter.

Tr. Pkt. 75c 3 Tr. Pkts. \$2.00 1-16 Oz. \$4.00

See back cover for illustration and description of two new and valuable Petunias.

"COCKATOO" AND "QUEEN OF THE MARKET."



PRIMULA OBCONICA, M AND M TYPE
(Note Size of Flowers)

PHLOX DRUMMONDI

Beautiful summer flowering annual; excellent for pot plants for spring sales.

GRANDIFLORA VARIETIES

	Tr. Pkt.	1/4 Oz.	Oz.
Violet with Eye.....	\$0.25	\$0.35	\$1.00
Alba. Pure white.....	.25	.35	1.00
Coccinea. Scarlet.....	.25	.35	1.00
Rose Pink.....	.25	.35	1.00
Flesh Pink.....	.25	.35	1.00
Yellow.....	.25	.35	1.00
Brilliant Rose.....	.25	.35	1.00
Stellata Splendens. Scarlet, with white eye.....	.25	.35	1.00
Choicest Mixed.....	.20	..	.80

DWARF OR COMPACT VARIETIES FOR BEDDING

	Tr. Pkt.	1/4 Oz.	Oz.
"Cecily." Large flowering, mixed.....	\$0.50	\$0.75	\$2.25
Fireball. Brilliant scarlet...	.40	.60	2.00
Pink.....	.40	.65	2.40
Snowball. Pure white.....	.40	.60	2.00
Choicest Mixed.....	.30	.50	1.75

*PHLOX

Decussata. Seed saved from a fine collection of named sorts. Can be supplied in mixture only. Tr. Pkt.....25c Oz.....\$2.00

*PHYSALIS—Chinese

Lantern plant.
Francheti. Tr. Pkt.....25c Oz.....\$1.00

*PHYSOSTEGIA

	Tr. Pkt.	Oz.
Virginica (Speciosa). Pink.....	\$0.35	\$2.00
Virginica Alba. White.....	.35	2.00
Gigantea. Lilac-rose.....	.35	2.00
Compacta Rosea. Dwarf rose....	.35	2.00

*PLATYCODON—Japanese Bellflower

One of the best hardy perennials, producing very showy flowers during the whole season. Excellent for planting in permanent borders or among shrubbery; easily raised from seed.

Grandiflorum. Large steel-blue flowers.	Tr. Pkt.....20c	Oz.....\$1.25
Album. Pure white variety.	Tr. Pkt.....25c	Oz.....\$2.00
Mariesi. Large, open, bell-shaped flowers of a rich violet-blue; plant dwarf and compact.	Tr. Pkt.....50c	Oz.....\$3.50

IMPORTANT NOTE

Special
Attention
Is Called to
Our Offering
of the New
PRIMULA
MALACOIDES
"ERIKSSONII"
on Page 21 of
This Book—
a Really
Valuable Plant
Novelty for
the Florist

*POPPIES—Hardy (Papaver)

El-Monte (Iceland Poppy). Beautiful tangerine-orange. (See novelties.)

Tr. Pkt.....	50c	1/4 Oz.....	\$1.50
Nudicaule (Iceland Poppy). Bright yellow.			
Tr. Pkt.....	25c	Oz.....	\$1.25
Nudicaule. Pure white.			
Tr. Pkt.....	25c	Oz.....	\$1.25
Nudicaule. Mixed. Tr. Pkt...	25c	Oz.....	\$1.00
Orientele (Oriental Poppy). Orange-scarlet.			
Tr. Pkt.....	20c	Oz.....	\$1.25
Orientele Princess Victoria. Salmon.			
Tr. Pkt.....	40c	Oz.....	\$5.00
Orientele Hybrids. Tr. Pkt...	25c	Oz.....	\$1.50

POPPIES—Single Annual Varieties

American Legion. A new Shirley Poppy of a dazzling orange-scarlet; immense size.

Tr. Pkt.....	15c	Oz.....	50c	
Miss Sherwood. Chamois rose.				
Tr. Pkt.....	15c	Oz.....	25c	
Shirley. Large flowers; mixed colors.				
1/4 Lb....	75c	Tr. Pkt....	15c Oz....	25c
Tulip. Glowing scarlet.				
Tr. Pkt.....	15c	Oz.....	40c	
Improved Shirley, May Queen. An improved strain; large double flowers; mixed colors.				
Tr. Pkt.....	20c	Oz.....	75c	
Eldorado. Double Shirley.				
Tr. Pkt.....	25c	Oz.....	\$1.25	
Mixed. 1/4 Lb.....	50c	Oz.....	15c	

POPPIES—Double Annual Varieties

New Poppy, Shirley Double Begonia Flowered Sweet Briar. A delightful shade of deep rose-pink. The blossoms are full double, resembling a very large double Begonia. Desirable for cutting.

Tr. Pkt.....	35c	Oz.....	\$2.00
Carnation Flowered. Mixed.			
1/4 Lb.....	50c	Oz.....	15c
Crimson King. Crimson.			
Tr. Pkt.....	15c	Oz.....	25c
Fairy Blush. White, fringed and tipped with rose. Tr. Pkt.....	15c	Oz.....	25c
Mikado (Striped Japanese). White, striped crimson. Tr. Pkt.....	15c	Oz.....	30c
Peony-Flowered. Scarlet.			
Tr. Pkt.....	15c	Oz.....	30c
White. Tr. Pkt.....	15c	Oz.....	30c
Yellow. Tr. Pkt.....	15c	Oz.....	30c

PORTULACA

Double. Large flowering, mixed; extra fine quality. Tr. Pkt.....30c Oz.....\$2.00
Single. Large flowering, mixed.
1/4 Lb....\$1.50 Tr. Pkt....15c Oz....50c

PRIMULA OBCONICA

"M and M" Large Flowering Strain.

Our supply of seed is secured direct from the originators.

Red or Rose. Tr. Pkt....	\$1.50	1-32 Oz...	\$5.00
Mixed. Tr. Pkt....	\$1.50	1-32 Oz....	\$5.00
Grandiflora Lilac. Tr. Pkt.....			50c
Grandiflora Alba. White.			
Tr. Pkt.....	50c	1-32 Oz.....	\$2.50

PRIMULA CHINENSIS FIMBRIATA

Alba Magnifica. White.	Tr. Pkt.....50c	1-32 Oz.....\$1.50
Chiswick Red. Bright red.	Tr. Pkt.....50c	1-32 Oz.....\$1.75
Duchess. White with zone of rosy carmine, yellow eye.	Tr. Pkt.....50c	1-32 Oz.....\$1.75
Rosy Morn. Pink.	Tr. Pkt.....75c	1-32 Oz.....\$2.25
Kermesina. Crimson.	Tr. Pkt.....75c	
Prize Mixture. This mixture contains only the very finest sorts selected from the best strains.	Tr. Pkt.....50c	1-16 Oz.....\$3.00

PRIMULA—Various Sorts

Primula "Erikssonii" (See page 21)		
Kewensis (Verbena Scented Yellow Primrose).		
Of strong growth; long spikes of yellow flowers.		
Tr. Pkt.....	50c	1-16 Oz.....\$1.25
Malacoides (Improved Baby Primrose). Color		
light lilac. Tr. Pkt.....	50c	1/8 Oz.....\$1.50
Malacoides Alba. Pure white.		
Tr. Pkt.....	50c	1-16 Oz.....\$1.25
Malacoides Superba. Deep rosy pink flowers.		
Tr. Pkt.....	50c	1-16 Oz.....\$1.25

*PRIMULA—Hardy Primrose

Auricula. Choice mixed.	Tr. Pkt.....	50c
Veris (Cowslip). Mixed, all colors.		
Tr. Pkt.....	30c	Oz.....\$2.25
Vulgaris (English Primrose). Canary-yellow, fragrant.	Tr. Pkt.....	50c Oz.....\$3.00

*PUERARIA—Kudzu Vine

Thunbergiana. Perennial climber; rosy purple pea-shaped flowers.

Tr. Pkt.....15c	Oz.....40c
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*PYRETHRUM—Flowering Sorts

Roseum. Pink.	Tr. Pkt....30c	Oz.....\$2.75
Hybridum Roseum. Single. Mixed.	Tr. Pkt.....40c	Oz.....\$1.50
Pyrethrum Hybridum "Double Supreme Mixture." This strain is especially desirable because of the large percentage of double blooms it will produce.	Tr. Pkt.....\$1.00	1/4 Oz.....\$2.50

PYRETHRUM—Foliage Sort for Bedding

Aureum (Golden Feather). Yellow foliage.	Tr. Pkt.....15c	Oz.....45c
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RHODANTHE—Everlasting Flower

Double Pink. Choice for cutting.			
Tr. Pkt.....	15c	Oz.....	60c
Double White. Tr. Pkt....	15c	Oz.....	60c
Mixed Colors. Tr. Pkt....	15c	Oz.....	50c

RICINUS—Castor Oil Bean

Zanzibarensis. 12 feet. Mixed colors.	Oz.....15c	Lb.....\$1.75
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RUDBECKIA—Coneflower

Bicolor Superba. Yellow and brown.	Tr. Pkt.....20c	Oz.....50c
*Newmani. Dark orange-yellow flower with deep purple cone.	Tr. Pkt....30c	Oz.....\$1.50
*Purpurea. Flowers reddish-purple with large center of brown.	Tr. Pkt.....25c	Oz.....\$1.25

NOTE: All of the above are treated as Annuals excepting kinds marked thus (*), which are Perennials.

PRIMULA "ERIKSSONII" EXCEPTIONAL AS A POT PLANT

SPECIAL OFFERING OF SEEDS FOR ROCK GARDEN PLANT PRODUCTION

ROCK GARDENS Are Now in Great Favor and a Good Margin of Profit Is to Be Obtained in the Supplying of Plants to Accomplish Such

The following hardy plants are the regular rock garden plants, suitable for all kinds of plantings. These are plants of dwarf and creeping nature. Also the list covers the entire growing season with flowers at different periods. To make a real attractive rock garden this list is very strongly recommended.

Among our long list are those that do best in open sunlight as well as those that love the seclusion of shady nooks. There are the sedums, achilleas and others whose habitat is the dry, rocky slopes of mountains, hence they will do well.



	Height	Approximate Time of Flowering	Price, Trade Packet		Height	Approximate Time of Flowering	Price, Trade Packet
<i>Acaena Glauca</i> . Trailing, more or less evergreen	2 in.	July	\$0.25	<i>Candytuft—Sempervirens</i> . White	10 in.	April-May	\$0.20
<i>Achillea—Millefolium Rubrum</i> . Flowers magenta red	2 ft.	July-August	.35	<i>Centaurea—Montana</i> . Blue	2 ft.	May-July	.25
<i>Adonis Vernalis</i> . Bright yellow, large flowers	10 in.	April-May	.40	<i>Cerastium—Tomentosum</i> . (Snow in summer.) Silver foliage. White flowers...	4 in.	July	.25
<i>Aethionema—Pulchellum</i> . Pretty rose-purple flowers	6 in.	May-July	.35	<i>Chrysanthemum—Maximum Avalanche</i> . White	2 ft.	July-August	.25
<i>Alsine Gracilis</i> . White flowered.....	6 in.	June-July	.35	<i>Delphinium—Chinese</i> . Ultramarine.....	1 ft.	June-July	.25
<i>Alyssum Rostratum</i> . Yellow flowers.....	18 in.	June-August	.40	<i>Dianthus Plumarius—Cyclops</i> . Single perpetual fld. Various colors with blood red eye. Very fine. See illustration on next page.		June-August	.25
<i>Alyssum—Sexatile Compactum</i> . Yellow flowers	9 in.	April-May	.15	<i>Dianthus—Caesius Splendens</i> . Bright color	8 in.	June-August	.35
<i>Anchusa—Myosotidiflora</i> . Blue flowers...	1 ft.	April-May	.25	<i>Dianthus—Deltoides</i> (Maiden Pink)	8 in.	June-August	.25
<i>Anemone Pulsatilla</i> . Violet purple.....	9 in.	March-May	.25	<i>Dianthus—Graniticus</i> . Carmine.....	8 in.	June	.20
<i>Anemone Sylvestris</i> . White.....	1 ft.	April-June	.20	<i>Dianthus—Maj. Stern's Variety</i> . Bright crimson. Dark foliage	8 in.	June	.20
<i>Antennaria Margaritacea</i> . White everlasting	2 ft.	July	.35	<i>Dianthus Hybridus—Alwoodii Alpinus</i> ...	4 in.	July-August	.35
<i>Anthericum—Lilium Gig.</i> White "St. Bruno's Lily"	1 ft.	May-July	.25	<i>Doronicum—Clusi</i> . Golden yellow	2 ft.	April-May	.50
<i>Aquilegia Alpina</i> . Powder blue.....	1½ ft.	May	.20	<i>Edelweiss</i>	6 in.	June-August	.50
<i>Arabis Alpina</i> (Rock Cress). White flowers	1 ft.	March-May	.40	<i>Erinus Alpinus</i> . Blue	6 in.	March-June	.50
<i>Armeria Lauchiana</i> . Rose colored flowers	6 in.	June	.25	<i>Euphorbia—Polychroma</i> . Yellow	16 in.	April-May	.25
<i>Aster Alpinus</i> . Blue.....	1 ft.	May-July	.25	<i>Fragaria—Indica</i> . Scarlet fruit.	6 in.	August	.20
<i>Aster Alpinus Superba</i> . Rich blue.....	1 ft.	May-June	.25	<i>Gentiana—Acaulis</i> (Fringed Gentian) ..	4 in.	May-June	.25
<i>Aster Goliath</i>	12 in.	May-June	.25	<i>Gentiana—Farreri</i> . Sky blue	8 in.	August	.35
<i>Aubretia—Deltoides Graeca</i> . Blue.....	6 in.	April-June	.20	<i>Gentiana—Hascombensis</i> . Blue	9 in.	August	.35
<i>Aubretia—Leichtlini</i> (Pink Rock Cress). Trailing		April-June	.50	<i>Geum—Atrosanguineum</i> . Crimson	2 ft.	May-July	.35
<i>Calamintha—Alpina</i>	6 in.	April-June	.50	<i>Geum—Lady Stratheden</i> . Double golden yellow	2 ft.	June-August	.35
<i>Campanula—Carpatia</i> . Blue	1½ ft.	June-August	.25	<i>Globularia—Trichosantha</i> . Dark blue ...	8 in.	May-July	.35
<i>Campanula—Persicifolia</i> . Blue	2½ ft.	June-August	.50	<i>Gypsophila—Repens</i> . White	6 in.	June-September	.20
<i>Campanula—Persicifolia</i> . White	2½ ft.	June-August	.50	<i>Gypsophila—Repens Rosea</i> . Pink	6 in.	June-September	.20
<i>Campanula—Raineri</i> . Blue	3 in.	July-August	.50	<i>Helianthemum—Rotundifolium</i> . Carmine.	1 ft.	May-July	.25
<i>Campanula—Turbinata</i>	1½ ft.	June-August	.20	<i>Helianthemum—Mutabile</i> . Various colors.	1 ft.	May-July	.15
<i>Candytuft—Gibraltarica</i> . Lavender Pink.	1 ft.	June	.20	<i>Heuchera—Sanguinea Splendens</i> . Red...	1½ ft.	June-July	.50

SEE NEXT PAGE FOR CONTINUATION OF ROCK PLANT SEEDS.

IF INTERESTED IN ROCK GARDEN PLANTS, PLEASE ASK FOR OUR SPECIAL PRICE LIST.



SPECIAL OFFERING OF SEEDS FOR ROCK GARDEN PLANT PRODUCTION (Continued)

We are also in position to supply a most complete line of strong field grown plants for coming spring shipment. Please write for special price list if you are interested. Rock Gardens are in great vogue these days.



DIANTHUS PLUMARIUS "CYCLOPS"

	Height	Approximate Time of Flowering	Price, Trade Packet
Horminum—Pyrenaicum	1 ft.	May-July	\$0.35
Incarvillea—Grandiflora Brevioes. Bright deep rose	2 ft.	May-July	.35
Linaria—Alpina. Purple	4 in.	July-August	.50
Linaria—Cymballaria. Trailing	4 in.	June	.40
Linum—Flavum	1 ft.	June-August	.25
Linum. Heavenly blue	1½ ft.	June-August	.35
Linum Narbonense. Steel blue	2½ ft.	June-August	.35
Lychnis Viscaria—Splendens	1 ft.	May-July	.25
Myosotis—Palustris Semperflorens (For- get-Me-Not)	10 in.	April-September	.40
Nepeta Musinii. Dark blue.....	10 in.	July-August	.25
Oenothera—Youngii. Golden yellow	1½ ft.	June-July	.35
Pentstemon. Glaber blue.....	1½ ft.	June-August	.25
Pentstemon. Glaber rose	1½ ft.	June-August	.25
Physostegia. Virginia pink	4 ft.	July-September	.25
Platycodon—Grandiflorum. Blue	2 ft.	June-September	.20
Poppy Alpinium. Yellow	10 in.	June-August	.35
Poppy Alpinium. White	10 in.	June-August	.35
Poppy Alpinium. Rose	10 in.	June-August	.35
Poppy Alpinium. Fringed mixed	10 in.	June-August	.25
Poppy Nudicaule — Aureum. Golden orange	16 in.	June-August	.25
Potentilla—Fl. Pl. Double mixed colors..	2 ft.	June-August	.50
Primula—Florindae. Bright yellow'	3 ft.	July	.25
Primula—Veris. Blue shades	10 in.	April-May	.25
Primula—Veris. Yellow	10 in.	April-May	.25
Primula—Veris. Mixed	10 in.	April-May	.30
Primula—Vulgaris. Yellow	6 in.	April-May	.50
Prunella Grandiflora—Rosea	10 in.	July-September	.20
Saxifraga Hybrida—Magnifica. Pink....	10 in.	April-May	.50
Sedum Acre (Yellow Stone Crop).....	3 in.	June-September	.35
Sedum Maximowiczii (Golden Stone Crop)	1 ft.	July	.35
Sedum Spurium. Pink. Creeping.....	6 in.	July-August	.50
Sempervivium—"Live Forever"	3 in.	June-August	.75
Silene Alpestris. White	6 in.	May-June	.25
Spargula—Pilifera	2 in.35

	Height	Approximate Time of Flowering	Price, Trade Packet
Statice—Latifolia (Sea Lavender)	2½ ft.	June-September	\$0.25
Stokesia—Cyanea. Blue	16 in.	September-Oct.	.25
Sweet Wivelsfield	1 ft.	May-July	.50

Excerpt from the Florists' Review, issue October 2, 1930—By A. M. Herr,
renowned florist grower of Lancaster, Pa.

"SWEET WIVELSFIELD"

"A query as to the merits of Sweet Wivelsfield from one who had three plants, prompts me to tell my experience with this novelty. In my humble opinion, it is one of the finest acquisitions in the past few years.

"More than 2,000 plants in the open field, with the most unfavorable summer for growing that we have had for years, have been one continuous mass of bloom all summer; the range of color would delight the heart of any gardener. Because of dry weather and no means of watering, the stems were a bit short, but in an ordinary season I think they would measure up to requirements to meet anyone's taste. The plants came from seed sown in late January, grown into 3-inch pot plants and then planted out the last of April.

"After we know this novelty a little better, I think it is going to make a splendid pot plant for the holidays, especially for Mothers' Day. I might add that it seems to love the full sunlight, as a few planted in a partial shady spot did not give the results those out in open did.

"Its bid for favor is that it blooms continuously from the day it is planted out until frost catches it and, unless I am much mistaken, it is going to meet popular favor among all who have gardens; it possibly will meet favor as a pot plant, if grown on into a 5-inch or 6-inch pot. The few 4-inch ones I had last spring were fine enough for anyone."

(Signed) ALBERT M. HERR.

N. B. "Sweet Wivelsfield" is one of our favorite plants for rock gardens.

	Height	Approximate Time of Flowering	Price, Trade Packet
Thymus Serpyllum. Rose	2 in.	June-August	\$0.50
Tunica Saxifraga. Pink	10 in.	June-September	.20
Veronica Teucrium. Royal blue	1 ft.	July-September	.25
Viola Bosnica. Deep purple	4 in.	May-October	.25
Viola Mauve Queen. Light blue.	6 in.	May-October	.25
Viola Gracilis. Purple robe.	6 in.	May-October	.50
Viola Cornuta Hybrida. Mixed	8 in.	May-October	.25
Viola—Jersey Gem. Dark blue	6 in.	May-October	.75
Viola Olympica. Royaleana purple.	6 in.	May-October	.50
Wall Flower—Linifolius. Lilac	1 ft.	June-July	.50

SEE PREVIOUS PAGE FOR ADDITIONAL LIST OF ROCK PLANT SEEDS.

"SWEET WIVELSFIELD" IS OF EXCEPTIONAL VALUE AS A ROCK PLANT.



SALPIGLOSSIS

Very showy annuals, splendid for cutting.	Tr. Pkt.	Oz.
Crimson and Gold	\$0.30	\$1.15
Primrose30	1.15
Purple and Gold30	1.15
Rose and Gold30	1.15
Scarlet and Gold30	1.15
White and Gold30	1.15
Violet and Red30	1.00
Choice Mixed25	.75
Emperor. Extra large flowering, mixed	.25	1.00

SALVIA

We fully realize the importance of Salvias to the florist and are careful to arrange for our stock with an American specialist who supplies only fine, plump seed which is saved from specimen plants and such as shows a high germination. (Not to be compared with European grown seed of doubtful germination.)

Harbinger. A new early flowering dwarf variety that we consider the most desirable of all scarlet Salvias. (See novelty pages for illustration.)

Tr. Pkt. 50c	3 Tr. Pkts. \$1.25	Oz. \$3.00
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America (Globe of Fire)	\$0.50	\$3.00
Bonfire (Clara Bedman)40	2.50
Fireball. Dwarf50	3.00
Splendens. Tall growing35	2.00
Drooping Spikes50	3.00
Zurich. Dwarf, early40	2.50
Patens. Blue50	
Farinacea. Light blue, makes a fine line. Tr. Pkt. 50c	Oz.	\$2.50

*SALVIA—Sage

Azurea Grandiflora. A hardy perennial variety, producing during August and September spikes of pretty sky-blue flowers in great profusion; 3 to 4 feet. Tr. Pkt. 40c Oz. \$2.00

SANVITALIA

Procumbens fl. pl. Bright yellow double flowers; useful in vases, etc. \$0.30 \$1.25

SAPONARIA

Vaccaria. A free-blooming annual with beautiful pink feathery flowers. 1/4 Lb. 75c Tr. Pkt. 15c Oz. 35c
Used in same manner as Baby's Breath.

*SAPONARIA—Soap Wort

Ocymoides. A very useful hardy plant for the rockery or the border, producing from May to August masses of attractive small, bright rose flowers; 8 inches. Tr. Pkt. 15c Oz. 60c

SCARLET FLAX—(See Linum)



SOLANUM—Christmas Cherry
Hlavacek's "Masterpiece"

We introduced this valuable Solanum to the trade and the same is now accepted as "perfection" in the Cleveland cherry type.

NOTE: All of the above are treated as Annuals excepting kinds marked thus (*), which are Perennials.

PLANT FREELY OF TAGETES "GUINEA GOLD" FOR SUMMER CUT FLOWERS.



LARGE FLOWERING SALPIGLOSSIS
Excellent for Cut Flowers

SCABIOSA—Mourning Bride

Lavender, Cherry Red, Crimson, Flesh, Pink, Black, Rose or White	Tr. Pkt. \$0.15	Oz. \$0.50
Ageratum Blue15	.60
Peach Blossom25	.75
Shasta. Pure white25	.75
Extra Fine Mixed15	.40
Dwarf Double Mixed15	.40

*SCABIOSA

Scabiosa Caucasica "Isaac House Giant Hybrid." Mixed. This strain far surpasses the old Scabiosa Caucasica type. During June and July, when most flowers look "passe," these hybrids are unaffected by the heat, and are in good demand in the flower markets. One of our customers supplied the Boston and New York markets and reported it to be his best summer crop. Oz. \$4.00 Tr. Pkt. 50c 3 Tr. Pkts. \$1.25

Scabiosa "Columbaria Anthemifolia." Although reminiscent of "Caucasica," this is a distinctly different type. There is a decided place for this on the perennial list, as well as on the florists' cut flower list. It can be briefly described as a hardy, low growing perennial with fine, light-green foliage, some of the flowers measuring from two to two and a half inches across, with short, compact petals, borne on long, slender, but strong, stems.

Scabiosa Columbaria "Anthemifolia Pink." Oz. \$2.50 Tr. Pkt. 50c 3 Tr. Pkts. \$1.25

Scabiosa Columbaria "Anthemifolia Lavender." Oz. \$2.50 Tr. Pkt. 50c 3 Tr. Pkts. \$1.25

Caucasica (Blue Bonnet). One of the handsomest of hardy perennials; especially valuable for cutting, the blooms lasting a long time in water; color soft lavender-blue; 3 feet. Tr. Pkt. 50c Oz. \$2.50

SCHIZANTHUS—"Butterfly Flower"

For cut flowers. Schizanthus are particularly outstanding.	Tr. Pkt.	Oz.
Garroway's Hybrids	\$0.50	
Hybrida Grandiflora20	\$0.75
Wisetonensis. Rose and amber shades30	1.00
Wisetonensis Mixed30	1.00

SENSITIVE PLANT—Mimosa

Pudica. Flowers pinkish white. Tr. Pkt. 15c Oz. 50c

SHAMROCK

True Irish. 1/4 Lb. \$2.50 Tr. Pkt. 20c Oz. 75c

SHASTA DAISY—(See Chrysanthemum)

SMILAX—Myrsiphyllum Asparagoides

A well known green house climber. Valuable for floral decorations. 1/4 Lb. \$1.75 Tr. Pkt. 15c Oz. 50c

SNAPDRAGON—(See Antirrhinum)

SOLANUM

Cleveland Cherry. Yellow. Tr. Pkt. 50c

Bird's Eye Pepper. Tr. Pkt. 50c

Capsicastrum Nanum.

Jerusalem Cherry. Tr. Pkt. 20c Oz. 75c

Hlavacek's "Masterpiece" (See illustration)

"Cleveland Cherry." More compact than the old type and produces much more freely of fruit. A very pronounced improvement over the old form. Grows more compact than above and produces the scarlet berries in greater profusion. Tr. Pkt. 50c Oz. \$3.00



"Supreme" Quality



Flower Seeds



"BISMARCK
STOCKS"

BEST
FOR
CUT
FLOWERS



STOCKS, IMPROVED BISMARCK.

STATICE—Everlasting Flower

Valuable for cutting or decorative purposes.

Annual Varieties

Coming into great favor for cut flowers.

	Tr. Pkt.	Oz.	Lb.
<i>Sinuata</i> . White.....	\$0.20	\$0.30	\$3.00
<i>Sinuata</i> . Lavender.....	.20	.50	4.50
<i>Sinuata</i> . Rosea Superba.....	.20	.50	4.50
"True Blue." Extra deep blue, a special strain which comes true from seed. Tr. Pkt....20c Oz....50c Lb....\$4.50			
<i>Bonduelli</i> . Golden yellow. Tr. Pkt.....15c Oz.....40c			
<i>Suworowii</i> (Russian or Cattail Statice). Tr. Pkt.....50c Oz.....\$1.25			

*STATICE—Sea Lavender

Splendid hardy perennials, either for the border or rockery, producing all summer panicles of minute flowers, which can be dried and used for winter bouquets.

<i>Latifolia</i> . Purplish-blue flowers. Tr. Pkt..25c Oz...\$1.75	
Statice "Caspia." This is a very delicate and artistic form of everlasting Perennial. It is as hardy as the <i>Latifolia</i> type and makes an earlier cut and more sprays. Color is a good shade of lilac. Tr. Pkt.....50c 1/4 Oz.....\$1.50	

STEVIA

Serrata. Fragrant white flowers; desirable for cutting.

Tr. Pkt.....30c	Oz.....\$1.50
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DOUBLE STOCKS

Stocks can be sown any time up to March 1. A raised or ground bed, a cool house and clean soil will grow them to perfection.

A. B. C. SPECIAL FLORISTS' STRAINS

Stocks Are One of Our Principal Specialties

Our grower received five "Awards of Merit" and two "Highly Commended" at the "Trial of Stocks" conducted by The Royal Horticultural Society of Great Britain, at Wisley, England. 60 per cent to 80 per cent of large flowering double blooms are usually produced from these wonderful American strains. We recommend "Improved Bismarck" as most outstanding for cut flowers.

IMPROVED BISMARCK STOCKS

Early Giant Imperial. An especially meritorious class. These stocks are giant, growing from twenty-four to thirty inches tall, of branching habit, producing innumerable large spikes measuring twelve to sixteen inches long, coming into bloom in about twelve weeks after seedlings are planted.

***Rose.** Fine standard color.
Flesh. Delicate shade of pink.
***Lavender.** Fine standard color.
***Chamois.** Choice market color.

***Golden Ball.** Clear ivory-yellow.
***White.** Early clear white.
***Apple Blossom.** Light pink.
***Lilac.** Lilac-lavender.

	1/8 Oz.	1/4 Oz.	1 Oz.
Separate colors above.....	\$0.50	\$1.00	\$3.00
Mixed, all colors.....	.35	.60	2.25
Royal Purple (Elks' Pride). Rich deep purple.....	.75	1.25	4.00
Antique Copper. A fine copper-red.....	.75	1.25	4.00
Golden Rose. Light rose.....	.75	1.25	4.00

BEAUTY OF NICE STOCKS

Particularly desirable because of their long stems and branching habit.

***Mont Blanc.** Extra early white.
***Almond Blossom.** Tinged rose.
***Monte Carlo.** Rich canary-yellow.
***Aurora.** Golden buff, fine.
***Belle de Naples.** Rich old rose.
***Salmon King.** Strong salmon-rose.
***Beauty of Nice.** Flesh-pink.

***Cote d'Azur.** Lavender-blue.
***Summer Night.** Early purple.
***Carmine Rose** (Abundance).
***Blood Red.**
***Sou. de Monaco.** Crimson, late.
***American Beauty.** Deep rose.
***Queen Alexandra.** Rosy lilac, fine.

	1/8 Oz.	1/4 Oz.	1 Oz.
Separate colors above.....	\$0.40	\$0.75	\$2.50
Mixed, all above colors.....	.35	.60	2.00

EARLY FLOWERING WINTER STOCK "ZEPHYR"

This stock stands out from all other known sorts on account of its especially charming delicate lavender blue coloring. In its habit Stock Zephyr resembles the favorite Beauty of Nice; it grows to a height of 24 to 28 inches, forms a fine, long middle spike of bloom and numerous good side-shoots; it is eminently suited for cutting purposes. Tr. Pkt.....35c

PERPETUAL BRANCHING—Giant Perfection

***Rose.** A clear even shade.
***Sapphire.** Violet or dark lavender.
***May Queen.** Lavender.
***Snowdrift.** Fine clear white.
***Princess Alice.** Early white.

***La France.** Blush, nearly white.
***Heatham Beauty.** Rose.
***Empress Augusta Victoria.** Lilac.
***Brilliant.** Blood-red.
***Dark Blue.** Light Blue.

	1/8 Oz.	1/4 Oz.	1 Oz.
Separate colors	\$0.40	\$0.75	\$2.50
Mixed, all colors.....	.35	.60	2.00

EXCELSIOR COLUMN

These produce one enormous spike with large flowers, 1 to 2 1/2 feet high and can be planted close together in the bench. White, Light Blue, Silvery Lilac, Crimson, Purple, Rose. Tr. Pkt.\$1.00

LARGE FLOWERING DWARF TEN-WEEK STOCKS FOR BEDDING

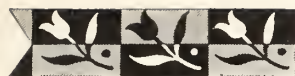
Blood Red, White, Deep Rose, Carmine Pink, Canary Yellow, Lavender, Purple.

	1/8 Oz.	1/4 Oz.	1 Oz.
Separate colors	\$0.40	\$0.75	\$2.50
Mixed, all colors35	.60	2.00

(*) Indicates the most popular colors and shades.

GYPSOPHILA "EHRLEI"—Hardy and Worth While for Cutting.

NOTE: All of the above are treated as Annuals excepting kinds marked thus (*), which are Perennials.



SWEET PEAS

"Up-to-the-Minute" Florists' Varieties

True to Name, Thoroughly Rogued and Hand Picked Seed
We Supply 1/2 Ounce at 1 Ounce Rate and 1/4 Pound at
1 Pound Rate.

If you are in the market for quantity, please ask us for
special prices.

EARLY OR WINTER FLOWERING VARIETIES

	1 Oz.	1 Lb.
Ball Rose. Deep rose.....	\$0.50	\$ 6.00
Ball Rose Queen. Light rose...	.50	5.75
Ball Orange. Best orange.....	.75	8.00
Burpee's Orange. Light shade.....	.50	6.00
Ball's Blue. Choice blue.....	.50	5.50
Blue Bird. Standard blue.....	.50	5.00
Blue Wonder. Clear blue.....	.50	5.50
Burpee's Lavender. Wisteria lavender.....	.50	6.00
Columbia (Blanche Ferry). Rose pink and creamy white.....	.50	5.50
Chevalier. Rose with lemon sheen.....	.50	5.50
Early Bright Light. Orange scarlet.....	.50	5.50
Early Pal. Rich rose crimson.....	.75	8.00
Early Apollo. Salmon cerise.....	.75	8.00
Early Vogue. Lilac lavender.....	.75	8.00
Early Forty-Niner. Brilliant orange.....	.75	8.00
Early Sparkle. Scarlet cerise.....	.75	8.00
Early Fandango. Bright rose.....	.75	8.00
Early Greeting. Clear lavender.....	2.00	...
Early Fascination. Salmon rose.....	2.25	...
Early Satin Rose. Rose, amber and salmon.....	2.25	...
Eldorado. Tangerine orange.....	.50	5.50
Flamingo. Orange salmon.....	.50	4.90
Giant Rose. Clear rose.....	.50	5.50
Glitters. Cerise.....	.50	5.00
Grenadier. Poppy scarlet.....	.50	5.50
Hope. Best white.....	.75	10.00
Harmony. Best lavender.....	.50	5.00
Heatherbell. Mauve lavender.....	.50	5.00
Jeanne Mamitsch. Long stemmed rose pink; fine.....	.50	5.50
Lavender King. Lavender.....	.50	4.75
Mrs. Hoover. Long stemmed blue.....	.75	8.00
Madonna. Black seeded white.....	.50	5.50
Mrs. Calvin Coolidge. Rich salmon pink.....	.50	5.50
Mrs. Kerr. True salmon.....	.50	5.50
Morse's Superior Pink. Pink suffused salmon.....	.50	5.00
Pink Profusion. Rose pink.....	.50	5.00
Red Bird. Crimson red.....	1.00	12.00
Snowstorm. Improved, white.....	.40	5.00
Spring Song. Salmon rose.....	.50	6.00
Sun Ray. Long stemmed, cerise.....	.50	6.00
Torch. Salmon orange.....	.50	5.50
Valencia. Bright orange.....	1.00	12.00
White Harmony. Standard white.....	.75	8.00
Yarrawa. Rose pink. Large flower.....	.50	5.50
Zvolanek's Rose. Rose pink.....	.50	5.50
Choice Mixed. From named varieties.....	.50	5.50

SPENCER'S LATE OR SUMMER FLOWERING

NOTE: We supply 1/2 ounce at ounce rate; 1/4 pound and 1/2 pound at
pound rate.

	1 Oz.	1 Lb.
Apple Blossom. Rose with primrose.....	\$0.20	\$2.00
Asta Ohn. A soft, pinkish lavender self.....	.20	2.00
Austin Frederick Improved. Giant lavender.....	.20	2.00
Barbara. Salmon.....	.20	2.00
Blanche Ferry. Rose standard and white wings.....	.20	1.75
Blue Monarch. Dark blue.....	.25	2.50
Campfire. Bright scarlet.....	.25	2.50
Charming. Soft cerise.....	.20	2.00
Constance Hinton. Black seeded white.....	.20	2.00
Countess Spencer. Rose pink.....	.25	2.50
Crimson King. Extra crimson.....	.20	2.00

SPECIAL NOTE: We supply Sweet Pea seed to many of the largest growers in the U. S. A., and aim
to list only varieties that obtain a keen demand in the cut flower markets. If you are in need of
Sweet Pea seed in volume, please ask for special prices.



NEW EARLY SWEET PEA—"HOPE."

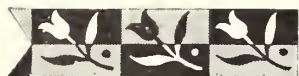
The "Last Word" in White Sweet Peas.

SPENCER'S LATE OR SUMMER FLOWERING

	1 Oz.	1 Lb.
Daisybud. A harmonious combination of apple blossom tints with a cast of cream-pink.....	\$0.25	\$2.50
Elfrida Pearson. Large pale pink.....	.20	2.00
Empire. Deep pink; fine.....	.25	2.50
Fordhook Orange. Extra.....	.35	3.50
Glory. Cerise.....	.25	2.50
Hawlmart Lavender. Clear, light lavender.....	.30	3.50
Hawlmart Salmon-Pink. Rich, deep pink with salmon and orange tints in the standard.....	.20	2.00
Heavenly Blue. A most beautiful soft tone of delphinium blue.....	.25	2.50
Hebe. Large, bright pink.....	.20	2.00
Hercules. Giant pink.....	.20	2.00
King White Improved. Pure, glistening white.....	.20	1.75
Mammoth. Orange-scarlet.....	.25	2.50
Miss California. Cream-pink.....	.20	2.00
Mrs. Cuthbertson. Rosy-pink standard, white, wings.....	.20	2.00
Mrs. Tom Jones. Bright blue; large.....	.20	2.00
Pinkie. Deep rose pink.....	.25	2.50
Powers Court. Pure lavender; extra.....	.20	2.00
Royal Purple. Rich purple.....	.20	2.00
Royal Scot. A fiery, deep cerise of vigorous habit.....	.20	2.00
Sunset. Soft, rich rose with a glowing yellow suffusion near the base.....	.25	2.50
Valentine. Pleasing shade of delicate blush pink.....	.25	2.50
Warrior. Rich, reddish maroon flushed with bronze.....	.20	2.00
Youth. Large, white, pink picotee.....	.20	2.00
Extra Choice, Mixed.....	.20	1.80

THREE NEW SUMMER FLOWERING SWEET PEAS OF EXCEPTIONAL MERIT

	1 Oz.	1 Lb.
Bonbon. Rich pink shaded amber.....	\$1.25	\$16.00
Pirate Gold. A new shade of golden orange and stands the hot sun well.....	1.25	16.00
Rosie. Deep pink, a big improvement over the variety Pinkie.....	1.25	16.00



"SWEET WIVELSFIELD"
"SWEET WIVELSFIELD"
(See illustration above)

The new race of hardy annuals for cutflowers, garden show and rock gardens—obtained sixteen awards of merit from Royal Horticultural and fifteen other societies—as a pot plant for Mothers' Day sales it is very worth-while.

Note: Sweet Wivelsfield can also be treated as a hardy perennial. Sow seed early.

Excerpt from the Florists' Review, issue October 2, 1930—By A. M. Herr, renowned florist grower of Lancaster, Pa.

"A query as to the merits of Sweet Wivelsfield from one who had three plants, prompts me to tell my experience with this novelty. In my humble opinion, it is one of the finest acquisitions of the past few years.

"More than 2,000 plants in the open field, with the most unfavorable summer for growing that we have had for years, have been one continuous mass of bloom all summer; the range of color would delight the heart of any gardener. Because of dry weather and no means of watering, the stems were a bit short, but in an ordinary season I think they would measure up to requirements to meet anyone's taste. The plants came from seed sown in late January, grown into 3-inch pot plants then planted out the last of April.

"After we know this novelty a little better, I think it is going to make a splendid pot plant for the holidays, especially for Mothers' Day. I might add that it seems to love the full sunlight, as a few planted in a partial shady spot did not give the results those out in open did.

"Its bid for favor is that it blooms continuously from the day it is planted out until frost catches it and, unless I am much mistaken, it is going to meet popular favor. It possibly will meet favor as a pot plant, if grown on into a 5-inch or 6-inch pot. The few 4-inch ones I had last spring were fine enough for anyone."

ALBERT M. HERR.

Tr. Pkt. 50c 1/4 Oz. 85c Oz. \$3.00

***SWEET ROCKET—Hesperis**

Bears spikes of snowy white, lilac and purple fragrant flowers.
Mixed Colors.

Tr. Pkt. 15c Oz. 50c

SWEET WILLIAM—Dianthus

Barbatus

There is always a good demand for these beautiful free-flowering old-fashioned favorites. Very easily raised from seed.

Single Holborn Glory. Large flowering auricula-eyes. Various colors.
Tr. Pkt. 15c Oz. 50c

Single Newport Pink. Salmony rose or watermelon pink.
Tr. Pkt. 25c Oz. \$1.00

Single Scarlet Beauty. Intense bright scarlet. Tr. Pkt. 25c Oz. \$1.00

Single White.

Tr. Pkt. 15c Oz. 50c

Single Velvety Black Maroon.

Tr. Pkt. 15c Oz. 50c

Single Mixed. All colors.

Tr. Pkt. 15c Oz. 30c

1/4 Lb. \$1.00

Double-flowering Giant Mixed. Very large. Tr. Pkt. 25c Oz. \$1.25

TAGETES

Signata Pumila. Good bedding plant; flowers golden yellow.

Tr. Pkt. 15c Oz. 75c

Guinea Gold (See front and inside front cover). A cut flower novelty you cannot afford to overlook.

Tr. Pkt. \$1.00 1/2 Oz. \$3.00

Oz. \$5.00

***THALICTRUM—Meadow Rue**

Dipterocarpum. Graceful sprays of flowers, elegantly arranged on stems 4 feet high. Invaluable for cutting; the flowers are of charming shade of violet-mauve, which is brightened by a bunch of lemon-yellow stamens and anthers.

Tr. Pkt. 50c Oz. \$3.00

THUNBERGIA—Black-Eyed Susan

Mixed. Tr. Pkt. 20c Oz. \$1.00

TORENIA

Fournieri Grandiflora. Blue.

Tr. Pkt. 50c Oz. \$4.00

***TRITOMA**

(Red-Hot Poker, Flame Tower, or Torch Lily)
Hybrida. It is not generally known that Tritomas are readily grown from seed.

Tr. Pkt. 25c Oz. \$1.50

***TUNICA**

Saxifraga. A pretty tufted plant with light pink flowers; produced all summer, useful either for the rockery or the border.

Tr. Pkt. 15c Oz. 80c

***VALERIANA—Valerian**

Rubra. Mixed. Showy hardy border plants producing large corymbs of red or white flowers; fine for bouquets; mixed, 2 feet.

Tr. Pkt. 15c Oz. 60c

A. B. C. GIANT FLOWERING VERBENAS

A magnificent new strain of Verbenas of robust compact habit and free blooming. The trusses are immense, the individual florets measuring fully an inch in diameter.

Tr. Pkt. Oz.

Etna. Intensive Geranium red, with small creamy-yellow eye. \$0.40 2.00

Giant Salmon-Pink. A true salmon-pink with white eye.40 2.00

Pink and Rose Shades.30 1.50

Blue and Purple Shades.30 1.50

Lucifer. Vivid scarlet.30 1.50

Scarlet Shades.30 1.50

A. B. C. Giant Flowering Verbenas (Continued)

Tr. Pkt. Oz.

Luminosa. Luminous flame, pink shading to salmon. \$0.30 1.50

Pure White.30 1.50

Finest Mixed. 1/4 Lb. \$3.00.25 1.00

Lavender Glory (New). A true lavender with a medium sized creamy eye which accentuates the lovely lavender tone.

Tr. Pkt. 50c 1/8 Oz. \$1.25

VERBENA HYBRIDA

Tr. Pkt. Oz.

Scarlet (Defiance). \$0.25 1.00

Pink and Rose Shades.25 1.00

Purple.25 1.00

Blue.25 1.00

Striped.25 1.00

Golden Yellow.25 1.25

Mixed.20 1.00

Firefly. Scarlet, white eye.25 1.25

Compacta Erecta. Upright, large flowers.

Fireball—Bright Scarlet. 6 in.75 4.00

Compacta Dwarf Mixed. 6 in.50 3.00

VERBENA VENOSA

Heliotrope Blue. This makes an exceptional bedding plant when combined with Dwarf White Sweet Alyssum. (Sow early.)

Tr. Pkt. 30c Oz. \$1.50

VERBENA PLANTS

See Back Page in This Catalog

***VERONICA—Speedwell**

Maritima. Long spikes of blue flowers from July to September.

Tr. Pkt. 25c Oz. \$1.00

Spicata. An elegant hardy border plant, growing about 1 1/2 feet high, producing long spikes of bright blue flowers in June and July.

Tr. Pkt. 30c Oz. \$1.50

VINCA—Periwinkle

An excellent bedding plant. (Sow seed early.)

Tr. Pkt. Oz.

Alba Pura. Pure white. \$0.25 0.85

Alba. White with eye.25 .85

Rosea. Pink.25 .85

Mixed.20 .75

VIOLET—Viola Odorata

Single Blue Czar. Tr. Pkt. 50c Oz. \$4.00

VIOLA CORNUTA—Tufted Pansies

Jersey Gem. Deep violet blue. (See novelty pages for complete description.)

Tr. Pkt. 75c

Tr. Pkt. Oz.

Admiration. Dark Blue. \$0.40 2.00

Cornuta—

Mauve Queen. Mauve.40 2.00

Blue Perfection. Light blue.40 2.00

White Perfection. Pure white.40 2.00

Mixed.40 1.25

WALLFLOWER

Well-known deliciously fragrant half hardy perennials, blooming early in the spring, with spikes of beautiful flowers. In the north they should be protected in a cold frame in the winter and planted out in April.

Tr. Pkt. Oz.

Single Mixed. All colors. \$0.15 0.50

Double-flowering Finest Mixed.35 2.50

"Early Wonder." Early forcing

double mixed.50 . . .

Note: "Early Wonder" provides desirable cut-flowers under glass. Blooms five months after sowing.

NOTE: All of the above are treated as Annuals excepting kinds marked thus (*), which are Perennials.

FOR LIST OF VERBENA PLANTS SEE BACK PAGES



BODGER'S "TRUE STRAIN" CALIFORNIA ZINNIAS FOR CUT FLOWERS AND GARDEN SHOW

DAHLIA FLOWERED VARIETIES

Buttercup. An immense, deep, creamy yellow.
Canary Bird. A delicate shade of primrose.
Crimson Monarch. By far the largest and best of red shades.

Dream. A fine, deep lavender, turning to purple. (Mallow purple.)

"El Dorado." This is a very pleasing and fascinating shade of rose on salmon that does not fade in the sun's rays. Like Old Gold, this is an immense flower and we highly recommend it for show purposes.

Exquisite. Color, light rose with center a deep rose (Tyrian Rose).

Giant Attraction. A distinct shade of brick red (Spectrum Red).

Golden State. A very rich orange-yellow (Cadmium). Yellow in the bud, turning to an attractive orange when in full bloom.

Golden Dawn. Beautiful golden yellow.

Illumination. Similar to Exquisite, but a striking self color of deep rose (Tyrian Rose).

Luminosa. Bright deep pink, with a light suffusion of salmon.

Lemon Beauty. Golden yellow on brown.

Meteor. A rich, glowing deep red (Spinal Red) and the darkest of all the red shades.

"Old Gold." This is the color we have been striving to perfect for many years and we are pleased to offer it now for the first time. Its name describes the color very adequately. The flowers are of immense size, possibly the largest of all Dahlia Flowered Zinnias, and grow on a very vigorous plant. We recommend this variety to all who wish to compete for exhibitions and shows.

Old Rose. This is adequately described by its name, as it is of the real old rose shade.

Oriole. An immense orange and gold bicolor, changing slightly as it ages, but at all times worthy of the beautiful bird for which it is named.

Purple Prince. Fine deep purple.

Polar Bear. A very large, pure white, the best white yet seen in Zinnias.

Scarlet Flame. A large, beautiful, bright scarlet, with a beautiful blending of orange throughout the petal. This is not a bicolor.

Youth. A beautiful soft rose self, valuable for forcing and a good shipper.

Price: Each of Above—

Extra Size Trade Packet 35c
1/4 Oz. 60c Oz. \$2.00

Special Offer—One extra size Trade Packet, each of any seven varieties selected from list above \$2.00

Special Mixture. A well-blended mixture containing the named varieties.

Tr. Pkt. 25c Oz. \$1.50

GIANT MAMMOTH TYPE OR CALIFORNIA GIANTS

Of strong, robust growth, 3 feet high, with colossal flowers frequently measuring from 5 to 6 inches in diameter. Excellent for cutting.

Cerise Queen. Another new color we have added which should be in all collections. It is very bright and very striking.

Tr. Pkt. 25c Oz. \$1.00

Giant Mammoth Type or California Giants—Continued

"Enchantress." This is the same pleasing color as Exquisite in the Dahlia Flowered type and is undoubtedly the most popular of all Zinnias today. This variety and "Cerise Queen," listed below, are worthy companions to "Miss Willmott" for cut flowers as well as garden show.

Tr. Pkt. 25c Oz. \$1.00

Miss Willmott. Charming tone of soft but bright rose pink. \$0.25 1.00

Lemon Queen. Clear primrose25 1.00

Orange King. Rich golden orange25 1.00

Purity. Pure white25 1.00

Rose Queen. Rich deep rose25 1.00

Salmon. Rich salmony rose, extra fine25 1.00

Brightness. Bright, deep rose25 1.00

Grenadier. Bright dark red25 1.00

Lavender Gem. Deep lavender turning to purple25 1.00

Scarlet Gem. Glowing scarlet25 1.00

Violet Queen. Deep violet to purple25 1.00

Finest Mixed. A splendid mixture, containing a large range of colors. 1/4 Lb. \$2.75 .20 .75

ZINNIAS—Double Large Flowering Giants

(Improved Grandiflora Robusta.) The Giants are still very popular on account of their bright colors.

Buttercup, Deep Yellow, Crimson, Purple, Golden Yellow, Rose, Salmon, Scarlet, Shrimp Pink, Sulphur Yellow, Violet or White.

Tr. Pkt. 30c Oz. \$1.00

Special Mixed. Tr. Pkt. 20c Oz. 75c

ZINNIA ELEGANS—"Lilliput"

Small Double Flowers. These small flowered Zinnias are becoming wonderfully popular throughout the country as a cut flower, particularly the "Salmon Rose."

Tr. Pkt. 1/4 Oz. Oz.

Crimson Gem \$0.15 \$0.25 \$0.75

Golden Gem15 .25 .75

Salmon Rose. Very select25 .40 1.50

Scarlet Gem15 .25 .75

White Gem15 .25 .75

Mixed Colors15 .25 .75

ZINNIA ELEGANS LILLIPUT—"Salmon Rose"

Our grower has spent much time in improving this popular variety. It is used extensively for border work and bedding. Also makes a desirable filler for basket work.

Tr. Pkt. 25c 1/4 Oz. 40c Oz. \$1.50

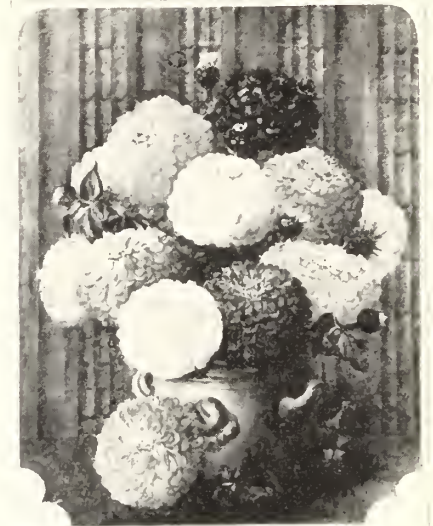
ZINNIA PUMILA PICOTEE—"Delight Finest Mixed"

The assortment of colors in Delight Finest Mixed is most pleasing for both florists' and general garden use. Included are salmon shades, cream, buff, biscuit, golden yellow and lavender.

Tr. Pkt. 35c 1/4 Oz. 60c Oz. \$2.00

ZINNIA—"Early Wonder"

The first of a new race of dwarf Zinnias, from 12 to 15 inches high, which produce masses of Pumila type flowers forty-five days from time of planting (see above).



BODGER'S DAHLIA FLOWERED ZINNIAS.

EARLY WONDER—"Fiery Salmon Cerise Pink"

Tr. Pkt. 35c 1/4 Oz. 75c Oz. \$2.50

EARLY WONDER—"Rose Pink"

Tr. Pkt. 35c 1/4 Oz. 75c Oz. \$2.50

ZINNIAS—Elegans Pumila Dwarf Double Varieties

A most desirable type for bedding as well as cut flowers.

Crimson, Pink, Scarlet, White, Pink or Yellow.

Tr. Pkt. 15c Oz. 50c

Salmon Rose. Exceptional for cut flowers.

Tr. Pkt. 15c Oz. 80c

Mixed. Tr. Pkt. 15c Oz. 40c

ZINNIA PUMILA PICOTEE—"Delight Salmon Rose"

"Delight" can be classed as a Pumila type, very floriferous and of compact growth. The petals of the flowers are fluffed and curled, giving a light and dainty effect. In addition, each petal is beautifully picoteed, making it a most striking flower. This is an extra select strain of deep salmon rose.

Tr. Pkt. 50c 1/4 Oz. \$1.25 Oz. \$2.50

ZINNIAS—Miscellaneous Varieties

Red Riding Hood. A dwarf, compact sort with small, double red flowers.

Tr. Pkt. 20c Oz. 75c

Giant Picotee. "Golden Pheasant." Gold ground tipped with maroon.

Tr. Pkt. 35c Oz. \$1.80

Mexicana Perfection (Haageana). Single star, yellow. Tr. Pkt. 30c Oz. \$1.00

SCABIOUS FLOWERED ZINNIA

(See colored plate and description on back cover.)

CROWN O' GOLD MIXTURE

The aristocrat among Zinnias—each petal of the flower is overlaid with a deep golden yellow at the base, while carrying out the individual flower color at the tip. The color range includes the popular florist shades: Old Rose, Cream, Yellow, Carmine, Red, Pink, etc.

Tr. Pkt. 35c 1/4 Oz. 75c Oz. \$2.50



GROW VEGETABLE PLANTS

For Home Garden Trade

Numerous florist-growers throughout the U. S. A. annually realize a handsome profit in the supplying of vegetable plants to their home garden customers, especially tomato plants for which there is usually a large demand in suburban sections and the smaller towns. Take advantage of this opportunity to increase your spring sales. Our list of varieties is such as are best adapted to home garden culture; however, we can supply all desirable sorts of vegetable seeds in commerce and at market prices. Send us your list of needs and be assured that you will receive the same high grade as we supply in florists' flower seeds.



TOMATO "JOHN BAER"

CABBAGE

One ounce will produce about 2,000 plants.

	Oz.	1/4 Lb.	Lb.
Early Jersey Wakefield (selected strain)	\$0.25	\$0.75	\$2.50
Early Flat Dutch20	.65	2.00
Copenhagen Market (selected strain)50	1.50	5.00
Danish Ball Head (Dwarf Amager)35	1.00	3.25
All Seasons20	.65	2.00
Premium Flat Dutch20	.65	2.00
Dutch Winter or Hollander35	1.00	3.00

CAULIFLOWER

New Snowball. New Snowball is the best general purpose variety for either spring or fall planting. Heads are usually 9 to 10 inches across, perfectly white. Solid, deep and compact.

Pkt.25c	1/4 Oz.75c	1/2 Oz.	\$ 1.25
Oz.	\$2.00	1/4 Lb.	\$6.50	Lb.	\$21.00

Earliest Dwarf Erfurt. Combines all pedigree points—earliness, purity of color, dwarf habit and fine grain. A profitable market garden sort.

Dry Weather. For dry climate and dry seasons. Very sure heading and second early. Heads larger than Snowball and snow white.

Pkt.25c	1/4 Oz.75c	1/2 Oz.	\$ 1.25
Oz.	\$2.00	1/4 Lb.	\$7.00	Lb.	\$23.00

Danish Snowball. This is a grand second early. It is the result of long, careful selection, and uniformly produces even, regular heads. Through many seasons it has proven itself reliable.

Pkt.25c	1/4 Oz.75c	Oz.	\$2.00	1/4 Lb.	\$6.00	Lb.	\$20.00
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CELERY

One ounce will produce about 5,000 plants.

Golden Self-Blanching. Oz.60c 1/4 Lb. \$1.50 Lb. \$5.00

White Plume. Of the white varieties this is recognized the best.

Selected Stock. Oz.35c 1/4 Lb. \$1.00 Lb. \$3.00

Celeriac (Turnip Rooted or German Celery). Large smooth Prague. Oz.35c 1/4 Lb.75c Lb. \$2.35

EGG PLANT

One ounce to 1,000 plants. Seed germinates very slowly and requires warm ground.

Black Beauty. Early and productive. Fruit large and of a rich glossy black color. Oz.50c	1/4 Lb.	\$1.50	Lb.	\$5.00
New York Purple. Oz.45c	1/4 Lb.	\$1.50	Lb.	\$5.00

KOHLRABI

	Oz.	1/4 Lb.	Lb.
Short-leaved Early Erfurt	\$0.25	\$0.75	\$2.00
Early White Vienna20	.50	1.30
Early Purple Vienna20	.60	1.75

LETTUCE—Leaf Varieties

	Oz.	1/4 Lb.	Lb.
Black-Seeded Simpson, Sel. Stock	\$0.15	\$0.45	\$1.50
Grand Rapids Forcing, Ex. Sel. Stock20	.50	1.75

Cabbage and Head Varieties

May King. Very early	\$0.15	\$0.45	\$1.25
Imp. Hanson. Very large, firm heads15	.45	1.25

PARSLEY

	Oz.	1/4 Lb.	Lb.
Champion Moss Curled	\$0.15	\$0.35	\$1.00

PEPPER

One ounce will produce about 1,000 plants.

	Oz.	1/4 Lb.
Sweet Mountain	\$0.35	\$1.00
Ruby King35	1.00
Bull Nose, Hot35	1.00
Long Red Cayenne35	1.00
Large Bell Sweet35	1.00

RADISH

	Oz.	1/4 Lb.	Lb.
Improved Early Scarlet Globe, Select.	\$0.15	\$0.50	\$1.35
Early Scarlet Globe, White Tip10	.30	.70
20-Day Forcing, Early Olive-shape.10	.30	.60
Scarlet Turnip, White Tip (Sparkler)10	.30	.60

TOMATO

	Oz.	1/4 Lb.	Lb.
Chalk's Early Jewel	\$0.40	\$1.25	\$3.50
John Baer35	1.00	3.00
Earliana40	1.25	4.00
Bonny Best35	1.25	3.50
Improved New Stone40	1.00	3.00
Marglobe50	1.50	5.00
Dwarf Stone50	1.50	5.00
Dwarf Champion50	1.50	5.00
Ponderosa50	1.75	6.50

A. B. C. "SUPREME" QUALITY LAWN GRASS SEED

A. B. C. "SUPREME" QUALITY LAWN GRASS is just what the name implies. You will, we believe, find this a profitable side line to sell to your customers (especially those of your clientele who have been imposed upon with "chaff mixtures"). Put up in attractive cloth bags printed green; one-, two-, three-, five-, ten-, fifteen- and twenty-

five-pound bags. Price 30c per pound in any quantity. Many of our customers find this a ready seller as well as to use for their own application.—A. B. C.

All quotations for grass seeds subject to market changes.

HARDY PERENNIAL PLANTS

PLEASE NOTE

Prices quoted in this list are for strong field roots, NOT seedlings.

Perennials are a real need for the average florist, blooming at a time when greenhouse stock is scarce, and by growing a collection of cut flower kinds such as listed in these pages you are assured of flowers for a job which must be turned out in a limited time. We have grown on contract practically every **Perennial and Rock Plant** that is worth while and a complete catalogue of this line will be mailed on request.

NOTE SPECIAL LOW PRICES TO CONFORM TO THE TIMES

Provide a supply of **Hardy Plants** for your customers' gardens. The demand for same is yearly on the increase.

ACHILLEA

	Per 10	Per 100
Ceres Queen. Cerise red, finely cut deep green foliage	\$1.00	\$ 6.00
Perry's White. 1 to 2 feet; June to August. Nothing better for cutting. An excellent filler. The whitest of all Achilleas.....	1.00	6.00
Parmica Fl. Pl. "The Pearl." Double pure white flowers borne in the greatest profusion	1.00	6.00

ANTHEMIS

Kelwayii (Hardy Marguerite). Two feet Daisy-like yellow blossoms, produced all summer. Excellent for cutting	\$1.25	\$ 8.00
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AQUILEGIA or COLUMBINE

The Columbine is one of the most beautiful of all hardy plants. The following varieties are all suitable for cutting and are attractive when used with other flowers.

Dobbie's Imperial Hybrids. A very fine assortment by a European hybridizer	\$1.50	\$10.00
Martin's Superb Pink. This strain of pink Aquilegia, without a doubt, is the finest pink strain in cultivation	1.50	10.00
Mrs. Scott Elliott Hybrids. There is not a better mixture grown in the world. Wonderful colors with very long-spurred flowers.....	1.25	8.00

ARTEMESIA

Silver King. Its bright silver-colored stems and foliage are of great value as a filler for bouquets, sprays, baskets, or all sorts of floral combinations. By cutting and drying the stems it is very valuable in the winter for filler. We supply large field grown clumps. When used in basket work with colored roses the effect is a feast for the eyes.....	\$1.25	\$ 8.00
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HARDY ASTERS

Michaelmas Daisies

These are among the showiest of our late flowering hardy plants giving a wealth of bloom during September and October.

Climax. One of the best and showiest with large pyramidal spikes of large, light lavender-blue flowers. Very free. 5 feet.....	\$1.00	\$ 6.00
Climax White. Large, pure white..	1.00	6.00

Please refer to our special perennial catalogue for complete list of Hardy Asters. Mailed free.

BAPTISIA

False Indigo

	Per 10	Per 100
Australis. Deeply cut foliage and spikes of dark blue; lupine-like flowers	\$1.00	\$ 6.00

BOLTONIA

Asteroides. Among the showiest hardy plants with large single Aster-like flowers. Pure white; very effective; 6 to 7 feet.....	\$1.00	\$ 6.00
Latisquama. Lavender-pink. 4 to 5 feet	1.00	6.00

BUDDLEIA

Butterfly Bush

Variabilis Magnifica. This is really a shrub, but the top usually freezes back, and new growth starts from the root like other perennials. Plants grow 3 to 4 feet and are covered with long racemes of lilac-like flowers all summer.....	\$1.50	\$12.00
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CAMPANULA

Bellflower

Florist Cut Flower Varieties

Medium Calceyanthem (Cup and Saucer). Blue, rose and white, colors separate. Classed among the showiest garden plants; also one of the most desirable cut flowers	\$1.00	\$ 6.00
Media. The well known "Canterbury Bells." Its numerous branches crowded with deep bells, the edges softly rolled back and fluted. In July; height 2 to 3 feet. Blue, rose or white. Valuable for cutting.....	1.00	6.00

CARNATIONS

The truest hardy outdoor carnation. No florist should be without them.

"Crimson King." It is very valuable for florists' bouquets or basket work; the color being very rich, it works up wonderfully well with all sorts of other flowers.....	\$1.50	\$10.00
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WORTH WHILE

A spray of Hardy Carnations, Grenadin White with Hardy Gypsophila "Ehrlei" and ferns. By wiring four or five of the smaller blooms together, five or six dozen of these flowers will make a large spray. These Carnations bloom profusely. A small outdoor planting furnishes enough flowers for many such pieces. The plants do better if flowers are all cut as they come into bloom.

Carnations—Continued

	Per 10	Per 100
Giant Pink. An attractive delicately colored flower that fills a great variety of uses for summer cut flowers	\$1.25	\$8.00
Grenadin White. White form of the above	1.25	8.00

CENTAUREA

Knapweed

Makes a fine display; excellent for cutting.

Dealbata. Large and striking rose-pink flowers; June-July.....	\$1.25	\$ 8.00
Macrocephala. Large thistle-like golden yellow flowers; useful for cutting and showy in the border; July and August. 3½ feet.....	1.25	8.00
Montana Alba. Pure white.....	1.25	8.00

HARDY CHRYSANTHEMUMS

Autumn Glow. Rose crimson; large.....	\$1.25	\$ 8.00
Cora Peckbuhl. Deepest in color of all the yellow pompons. 3¼ feet high. Ready to cut October 25..	1.50	10.00
Golden Harvest. Orange	1.25	8.00
Indian. Late-flowering, very hardy variety, of medium height. Flowers are shaggy and of peculiarly pleasing coppery-red shade. A good sort	1.25	8.00
Leilah. An early rose-pink of exceptional merit. Cannot be too highly endorsed. Strong, sturdy growth	1.50	10.00
Marie Antoinette. Deep pink.....	1.25	8.00
Mrs. C. Coolidge. One of the best; a splendid cardinal-red overlaid orange	1.50	10.00

Please refer to our special perennial catalogue for complete list of Hardy Chrysanthemums. Mailed free.

CHRYSANTHEMUM MAXIMUM

Shasta Daisy or Moonpenny

They hold an important position as desirable cut flowers.

Alaska. Extra large	\$1.00	\$ 6.00
Elder Daisy. This Daisy is now recognized by all for its earliness of flower and it is being used for forcing quite extensively with very good results	1.25	8.00
Leucanthemum Flore Pleno (Double White Shasta Daisy). Flowers double pure white, of medium size; excellent for cutting.....	1.00	6.00

PLEASE NOTE: WE DO NOT SUPPLY SMALLER UNITS THAN 10 OF A VARIETY
COMPLETE CATALOGUE OF PERENNIAL AND ROCK GARDEN PLANTS MAILED FREE ON APPLICATION.

An Opportunity

For Seed Stores and Florist Shops

AS Hardy Plants become more and more popular for home plantings and their many advantages recognized, the demand for them will increase. It has increased in the last few years. People who want to beautify their homes will need them and will demand them from some source. The seed store or flower shop in each community is ideally situated to take care of this demand and give service.

Drop-Shipment Plan

Having devised a plan of drop-shipment service in distributing Perennials, it is now possible for you to place an order for Perennial Plants and always have them alive and fresh. Your customers should appreciate this service, and it will enable you to give planting advice and suggestions to your customers personally — a service they cannot get from a mail-order nursery.

How to Order

Simply place an order for a few of the leading plants to come along each week or each three days as you wish, ordering 25 of a variety for each shipment. By so doing you get the minimum price (100 rate) and by starting small

you will be surprised how rapidly your trade will grow and the demand increase for these hardy plants. You can stop the shipments any time on any item and start other varieties coming in the same way.

What to Handle

There are so many hardy plants that are good that it is hard to answer that question. You would not want to miss Peonies and Iris and the descriptions in the list will help you make a choice. Rock garden plants make a fine specialty that is now popular. Hollyhocks, Delphiniums, Lupines, Phlox, Lilies, Chrysanthemums and a few others are well known. There are many others that will become popular as people know about them.

**IF YOU ARE INTERESTED WRITE US FOR SPECIAL PERENNIAL
AND ROCK GARDEN PLANT CATALOGUE . . . MAILED FREE**

HARDY PERENNIAL PLANTS

Particularly Desirable for Cutting

COREOPSIS

	Per 10	Per 100
Lanceolata Grandiflora. Bright yellow. By cutting off old flowers it will bloom until fall.	\$1.00	\$6.00

DELPHINIUM

Perennial Larkspur

Their long, showy spikes of flowers persist from June till frost and furnish the most satisfactory blues to any color scheme.

Belladonna. The clear turquoise blue of its flowers is not equalled for delicacy and beauty by any other flowers. 1 year	\$1.00	\$ 6.00
Select two year clumps.	1.25	8.00
Bellamosum. The dark blue form of the popular Belladonna. One year	1.00	6.00
Two year	1.25	8.00
Chinensis. A very pretty variety with fine feathery foliage and intense gentian-blue flowers in open panicles. One year.	1.00	6.00
English-Hybrids. (Blackmore and Langdon's best strain.) This strain, without a doubt, stands in a class by itself. It has the range of colors well divided in a strong run of the most delicate shades of rose, double and single.		
One year plants.	1.00	6.00
Two year plants.	1.25	8.00

DELPHINIUM

For Growing Under Glass

These favorites should be planted on your benches January 1st to 30th, to be ready for March. It generally requires about 8 or 10 weeks to force.

Belladonna. (See description above.) One year	\$1.00	\$6.00
Two year clumps.	1.25	8.00
Bellamosum. Dark blue form of the popular Belladonna. One year.	1.00	6.00
Two year clumps.	1.25	8.00
English Hybrids. (Blackmore and Langdon's best strain.) (See description above.) One year.	1.00	6.00
Two year clumps.	1.25	8.00

DIANTHUS BARBATUS

Sweet William

Latifolius Atroccineus Fl. Pl. (Everlasting Hybrid Sweet William). Beautiful summer bedding variety producing masses of brilliant fiery crimson flowers all season.	\$1.00	\$6.00
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DIANTHUS

Alwoodii Types

Dianthus Alwoodii, Mary. Pale rose-pink, maroon center; large, full flower	\$2.00	\$15.00
Dianthus Alwoodii, Jean. Pure white with a deep violet-crimson center.	2.00	15.00
Dianthus Alwoodii, Robert. Old rose-pink with maroon center.	2.00	15.00

DIANTHUS—"Prince Bismarck"

	Per 10	Per 100
It is absolutely hardy and beautiful when cut; very sweet-scented, lasting well in water. By keeping the flowers cut, you will be repaid by endless crops of beautiful bright rosy-pink flowers until late in the fall	\$1.50	\$10.00

DICENTRA

Bleeding Heart or Seal Flower

Spectabilis. An old-fashioned favorite; its long racemes of graceful heart-shaped pink flowers are always attractive. It is largely used for forcing	\$2.00	\$15.00
Spectabilis. Extra heavy forcing grade	3.00	25.00
Eximia (Plumy Bleeding Heart). A dwarf growing sort, with beautiful finely cut foliage and showy racemes of pretty pink flowers throughout the season	1.50	10.00

DICTAMNUS

Gas Plant

The Dictamnus is one of the most satisfactory hardy plants in cultivation, both on account of splendid flowers and its rich, durable foliage.

Fraxinella Alba	\$2.00	\$15.00
Fraxinella Rubra	2.00	15.00

DIGITALIS—"Foxglove"

Giant Shirley Foxgloves. They are a genuine "Shirley" production of extraordinary size and vigor, growing 5 to 6 feet tall	\$1.00	\$6.00
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ECHINOPS

Ritro. Metallic blue flowers, thistle like foliage, 3 to 4 feet. July and August. Used for garden and cutting	\$1.25	\$8.00
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ERIGERON—Fleebane

Speciosus. Two feet, June and July. Large handsome blue flowers, violet tinted and yellow centers; fine for cutting.	\$1.25	\$8.00
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EUPATORIUM

Coelestinum (Hardy Ageratum). A fine perennial, closely resembling the Ageratum; flowers a lavender-blue, flowering from August to frost. A fine perennial for florists' use	\$1.00	\$6.00
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EUPHORBIA

Corollata. (Flowering Spurge.) Good for cutting in long sprays; and one of the most charming mist flowers to mix with bouquets of Larkspur.	\$1.00	\$6.00
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DELPHINIUM—Forced in a 9-in. Pot

FUNKIA

	Per 10	Per 100
Undulata Variegata. (Day Lily.) Graceful green leaves having fluted white edge. Very conspicuous plant for border. They are also beautiful when used as a foliage pot plant for Easter sales, also potted up about February this very hardy green and white variegated leaved plant will provide exceptional stock to "set-off" flowering plants in pans, baskets, etc., for Easter and Mother's Day sales	\$1.25	\$8.00

GAILLARDIA

Blanket Flower

Grandiflora. A most beautiful combination. Fine for cutting.	\$1.00	\$6.00
Portola Hybrids. A new strain of large flowering. Gaillardia having a color range from reddish bronze to a deep gold. Very satisfactory as a cut flower.	1.25	8.00
Tangerine. A striking novelty of quite a new color in Gaillardias. The elegantly built flowers are of a beautiful tangerine-orange self-color not yet seen in the family.	1.25	8.00

GEUM

Avens

Atrosanguineum Fl. Pl. Large, double crimson flowers. Valuable for cutting. July to September. Two feet	\$1.25	\$8.00
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GYPSOPHILA

Baby's Breath

Does well in rather dry places. Valuable for "mist effect" in bouquets and in the garden, where a mass of delicate, misty bloom will fill a bare place.

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HARDY GAILLARDIA COMPACTA

Gypsophila—Baby's Breath—Continued

	Per 10	Per 100
Bristol Fairy. A double <i>Gypsophila</i> of greater vigor, producing larger panicles of flowers, and having the advantage of blooming more or less continuously all summer, new branches of bloom appearing after the first flush of flowers has passed, if these are cut.....	\$2.50	\$20.00
Ehrlei. New flowers pure white, almost as large as <i>Achilleas</i> . A fine filler for all sorts of floral pieces	2.50	20.00
Paniculata (Baby's Breath). A beautiful old-fashioned plant possessing a grace not found in any other perennial and attracting the eye of everyone. Dense spreading bush, numerous tiny flowers in light feathery panicles, delicate foliage; fine for cutting, excellent for border or large rock gardens. July and August. Strong roots. If cut and dried will make excellent filler for winter use.....	1.00	6.00
Paniculata Fl. Pl. A light and graceful cut flower, compatible with all others, no matter of what shape or color; masses of minute double white flowers.....	2.50	20.00

We emphasize the quality of our plants rather than the prices at which we sell them. We believe that you get enough better results from thrifty plants to warrant the prices we charge.

HELENIUM

	Per 10	Per 100
Autumnale (Sneezeweed). This handsome native perennial attains a height of three to five feet. It branches at the top and bears many large yellow flowers in autumn	\$1.50	\$10.00
Riverton Beauty. Pure lemon-yellow with large disc of purplish-black..	1.50	10.00
Riverton Gem. Old gold, changing to wallflower red August and September. Four feet.....	1.50	10.00

HELIOPSIS

Lalvis. Beautiful golden yellow daisy-like flowers growing on stalks 3 feet high. Fine for use in vases by itself or with other flowers....	\$1.00	\$6.00
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HEMEROCALLIS

Well-known family resembling Lilies in character and bloom, usually sweet-scented and bearing a great quantity of yellow flowers during long periods of summer varying with the variety. They run in height from 2 to 4 feet.

Flava (Lemon Lily). Sweet-scented, clear full yellow; 2½ feet. Flowers in June.....	\$1.25	\$8.00
Kwanso Fl. Pl. Double orange flowers, July, 4 to 5 feet.....	1.25	8.00

Really these hardy flowers give a touch of beauty to make up floral work that is different. They cost so little to raise in your own outdoor planting for summer, and your income from them is just as great as from greenhouse cuts and fillers. Why not start your own planting next spring?

HARDY PERENNIAL PLANTS

Particularly Desirable for Cutting

HEUCHERA
Coral Bells

	Per 10	Per 100
Most striking in the garden and light and graceful for cutting.		

Sanguinea—"Coral Bells." Grows about 2 feet high, with scalloped purple-tinged round leaves; and throughout the summer throws up innumerable erect, slender flower stems, each crowned with a loose umbel of coral-red flowers.....

IRIS GERMANICA
German Iris

Ambassadeur. S. a fascinating smoky velvety purple color; F. velvety purple-maroon; beards and style yellow. A magnificent and regal flower of great substance. 48 inches.

.....	\$1.50	\$12.00
Lent A. Williamson. Early. Rated in 1922 by the American Iris Society as the finest Iris in the world. Campanula violet and velvety royal purple. Brilliant gold beard. Massive in growth and flower60	5.00

Lohengrin. A rich, silvery lilac Iris which shows a delightful pink tone in the early hours of the morning and also again in the late afternoon. It has splendid stiff stems and is one of the best landscape Irises in the world. 24 to 30 inches high

.....	.60	5.00
Lord of June. A very handsome Iris of largest size that is one of the most effective show varieties either in the garden or as a cut stalk. S. very broad and floppy, light chickory-blue; F. drooping lavender-violet; half marked with widely spaced reticulations of old gold. Stalks low and widely branches, with several flowers open. 36 inches	1.00	8.00

Sherwin Wright. Stocky; buttercup yellow60	5.00
For complete list of German Iris, please refer to our special catalogue mailed free.		
Choice mixed50	3.00
Per 1,000		25.00

IRIS KAEMPFERI
Japanese Iris

Astarte. Double beautiful dark violet	\$1.50	\$10.00
Gekka-No-Nami. Earliest to bloom, and the choicest white; very free. Glistening white with creamy white stigmas	1.50	10.00

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HARDY PERENNIAL PLANTS

Particularly Desirable for Cutting

Iris Kaempferi—Continued

	Per 10	Per 100
Gold Bound. A fine double, pure white, enriched by a creamy glow from the gold banded center....	\$1.50	\$10.00
Hercule. Double, clear lilac blue...	1.50	10.00
Iso-No-Nami. Double soft blue, silvery veins	1.50	10.00
Kagaribe. All lavender, yellow spot in center	2.00	15.00
Koki-No-Iro (Purple and Gold). Enormous double flowers, often eight inches across, early and free blooming; one of the very best varieties. Color rich violet-purple with white petaloids tipped violet. The conspicuous golden throat extends outward in sharp bluish-white rays	1.50	10.00
Kuma Fungin. Purple-blue, stigmas lighter	2.00	15.00
Mahogany. Purple mahogany red...	1.50	10.00
Melpomene. Double soft blue distinctly veined with dark blue....	1.50	10.00
Neptune. 3 petal strong growing variety resembling mahogany in color	1.50	10.00
Patrocle. Single, superb dark violet.	1.50	10.00
Proserpine. Single, bright rich blue, produced by sanding of velvety blue on white	1.50	10.00
Reine des Bulgares. Deep blue shading with age to light blue with white veins. A very fine and free-growing plant	2.00	15.00
Ski-No-Ryo. Double blue and white.	1.50	10.00
Tokio-No-Mori. Glistening white; deep, gold banded center.....	2.00	15.00
Uchiu (Universe). Beautiful, six-petaled flowers of largest size on the longest stems. Color, cerulean blue with golden center and white. This variety covers the longest blooming season and is altogether one of the most attractive	1.50	10.00
William Tell. Cream white with lilac	3.00	25.00
Yezonishitai. Red lavender shaded purple; three petal	2.00	15.00
Choice mixed	2.00	15.00

LIATRIS

Blazing Star or Gayfeather

Calliopsis. A compact type; flowers rich crimson growing to a height from 2 to 3 feet. About two weeks earlier than <i>Pycnostachya</i>	\$1.50	\$10.00
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GYPSOPHILA "EHRLEI"
Desirable for use in fresh state or dried

Liatris—Continued

	Per 10	Per 100
Pycnostachya. A perfectly hardy perennial of luxuriant growth, doing well in any kind of soil, poor or rich, moist or dry, producing richly colored purple flowers on stout stalks 6 feet high in graceful spikes one foot long. In bloom during July and August. First rate cut flowers	\$1.25	\$8.00
Scariosa (Late Type). This is a much showier form than is usually sent out for this plant. It has large, showy purple heads and flowers much later than the others. A very imposing form. September. Four to five feet.....	1.25	8.00
Scariosa (Early Type). Similar to above except it flowers in early August and grows from 2 to 3 feet	1.25	8.00

LUPINUS

Effective plants producing large spikes of flowers, blooming in May and June. Are very popular for cut flowers.

Lavender Queen. Large lavender flowers, tinted pink.....	\$1.50	\$10.00
Polyphyllus. Blue, rose and white, separate	1.50	10.00
Sunshine. The finest deep yellow yet produced	1.50	10.00

PEONIES

Baroness Schroeder. Rose type; late. White with shadings of flesh....	\$3.50	\$30.00
Duchess de Nemours. Early. A lovely pure white variety, with sulphur-white collar; medium size; fragrant	2.00	18.00

Peonies—Continued

	Per 10	Per 100
Edulis Superba. Very large, loose, crown-type flower; guards and center of deep mauve-pink, petals and a scant collar of narrow light lilac petals	\$2.00	\$18.00
Felix Crousse. Medium bright red; fragrant	3.00	25.00
Festiva Maxima. Early, pure white with crimson markings in the center; strong grower; fragrant....	2.50	20.00
Karl Rosenfield. A better Peony and a better quality of red than any of the older red sorts; pure, rich, intense crimson, of half-rose type	3.50	30.00
Mons. Jules Elie. Bomb type; early mid-season. King of all Peonies. Color an ideal glossy lilac-pink, shading to a deeper rose at the base, the entire flower overlaid with a sheen of silver. Ideal for cut flowers	4.00	35.00

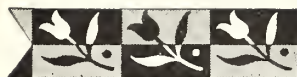
Peonies Under Color for Your Garden Customers

	Doz.	100
Red Shades	\$3.00	\$22.00
Pink Shades	2.75	20.00
White Shades	2.75	20.00
Equal Quantities of 3 Shades	2.75	20.00

PHLOX

B. Comte. Rich satiny amaranth..	\$1.25	\$8.00
Bridesmaid. Pure white with large crimson carmine eye	1.00	6.00
Brilliant. New. Deep rose, dark eye. Extra fine	1.25	8.00
Eclaireur. Brilliant rosy magnet; white eye	1.00	6.00

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PHYSOSTEGIA (FALSE DRAGON HEAD)—Desirable for Cutting

Phlox—Continued		Per 10	Per 100
Electra. Brilliant red; July-August; 16 inches	\$1.50	\$10.00	
Enchantress. Bright salmon-pink; dark eye; vigorous grower.....	1.50	10.00	
Graf Zeppelin. Pure white flowers with vermillion-red eye.....	1.50	10.00	
Iris. Purplish-blue. Large flowers of perfect form. 3½ feet.....	1.00	6.00	
Miss Lingard. Pearly white flower, with delicate pink eye; very re- markable bloomer, producing two or three crops of flowers during the season; indispensable as a cut flower for florists' use	1.25	8.00	
Mme. Paul Dutrie. Soft pink.....	1.00	6.00	
Mme. P. Langier. Bright red; ver- million center	1.25	8.00	
Pantheon. The peerless pink. Extra large, almost flat flowers of sal- mon rose	1.00	6.00	
Rheinlander. Beautiful salmon-pink with claret-red eye. Individual trusses of immense size	1.00	6.00	
Richard Wallace. White; large car- mine eye	1.00	6.00	
Rynstrom. An improved form of the popular variety Pantheon; fine for massing; of a Paul Neyron rose color; 2½ feet	1.00	6.00	
R. P. Struthers. Rosy carmine shaded orange scarlet	1.00	6.00	
For complete list of Phlox, please refer to our special catalogue mailed free.			

PHYSALIS Japanese Lantern

Francheti. This wonderfully decora-
tive plant is easy to grow and
multiplies rapidly. A big money
maker that will yield more than
any other outside crop. The fruits
are becoming more popular each
year for decorative purposes in
the early fall and winter.....

Per
10
Per
100

\$1.00 \$6.00

PHYSOSTEGIA False Dragonhead

Virginica Vivid. Dwarf, compact,
heavy blomer; flowers deep pink.
Very good for cutting flowers,
lasting well in water.....

\$1.25 \$8.00

PYRETHRUM Painted Daisies

Atrosanguineum. Seeds selected
from dark crimson varieties.... \$1.00 \$6.00
Florence Shadley. Beautiful pink, an
exceptional cut flower. Per 25 7.00
Per 50 13.00
Per 100 25.00
World's Fair. A companion to "Flo-
rence Shadley"; of a beautiful
cerise-red color. Exceptional for
cutting. Per 25 9.00
Per 50 17.75
Per 100 35.00
Roseum Hybridum. Flowers ranging
from pure white through shades
of pink to deep crimson are beau-
tiful on the plant or as cut
flowers. They flower the last of
May and through June..... \$1.00 \$6.00

HARDY PERENNIAL PLANTS

Particularly Desirable for Cutting

Pyrethrum—Painted Daisies —Continued

Uliginosum (Giant Daisy). White
flowers, carried on long, erect
stems; good for cutting; 3 feet.. \$1.00 \$6.00

RANUNCULUS Buttercup

Well known double yellow buttercup, effective
as a cut flower.

Acris Fl. Pl. A pretty double flow-
ering bright golden yellow butter-
cup blooming in great abundance
in May and June. 24 inches.
Good for cutting..... \$1.00 \$7.00

RUDBECKIA

Laciniata (Golden Glow). Showy,
tall border species; large yellow
flowers \$1.00 \$6.00

Newmanii (Black Eyed Susan). Dark
orange flowers with deep purple
cone; borne on stiff, wiry stems
three feet high. July to Septem-
ber 1.00 6.00

Purpurea. Peculiar reddish-purple
flowers with a very high, large,
brown cone-shaped center, on 2
to 3 foot stems. July to October. 1.00 6.00

SCABIOSA

Pincushion Flower

Caucasica (Blue Bonnet). A soft
and charming shade of laven-
der \$1.25 \$8.00

Caucasica Alba (White Bonnet). The
white form of the preceding.... 1.25 8.00

Gt. Isaac House Hybrids. A fine
strain of extra large flowered blue
shades. Beautiful doubles..... 1.50 10.00

SHASTA DAISY

(See Chrysanthemums Maximum for complete
list.)

STATICE

Sea Lavender

Latifolia. Grows 15 to 18 inches
high with tufts or clumps of thick
leathery foliage and immense
panicles of delicate blue flowers.
Individual flowers, very minute;
similar in form to the Forget-Me-
Not, but made into heads 18
inches or more across \$1.25 \$8.00

STOKESIA

Stoke's Aster

Cyanea. A fine hardy plant of the
Aster family. The flowers of a
wonderful shade of azure blue,
the petals finely divided. August. \$1.25 \$8.00

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HARDY PERENNIAL PLANTS

Particularly Desirable for Cutting

THALICTRUM Meadow Rue

Dipterocarpum. Beautiful novelty in the way of Delavayi; lovely mauve flowers in large panicles; most charming for cutting \$1.50 \$10.00

TRITOMA Red Hot Poker

Pfitzeri. Rich orange-scarlet blooms borne on stems 3 feet high, very attractive for mass planting or singly in the border. In bloom from August to October. Succeeds in any garden soil, but responds quickly to liberal feeding. Must be protected in winter. . . . \$1.50 \$10.00
Pfitzeri. Extra heavy grade. . . . 2.00 15.00
Grandiflora Hybrids 1.25 8.00

TROLLIUS Globe Flower

Europeus. Grown from seed. Colors ranging from lemon-yellow to orange \$1.50 \$10.00

VIOLA Tufted Pansies

Apricot. Large blossoms of various shades of apricot yellow from May to September; 6 to 8 inches. . . . \$1.50 \$10.00
Jersey Gem. Color is pure, rich violet, and slightly perfumed. It is one of the best introductions in the list of the hardy plants in recent years. . . . 1.25 8.00

VIOLET

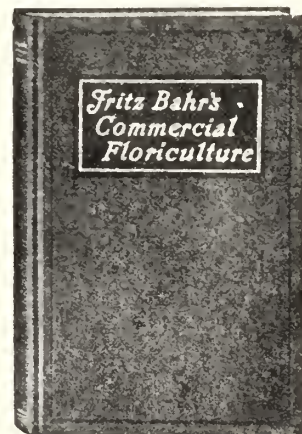
Farquhar. The very best dark mauve. . . . \$2.00 \$15.00
Frey's Fragrant. New, improved Herrick; hardy; very sweet. . . . 2.00 15.00
Gov. Herrick. Large, shining leaves and flowers of rich, deep purple. . . . 1.50 10.00
Prince of Wales. The demand with the florist grows for this variety from year to year. This year we have a nice supply of strong field-grown clumps that will make an extra good grade for greenhouse planting 1.25 8.00



TRITOMA PRITZERI—"Red Hot Poker"

IF YOU ARE A FLORIST

You will need perennials to provide profits throughout the dull summer months. Practically every florist grower has a plot of ground adjoining his greenhouses. This space can be made to pay by planting such perennials as Aquilegias, Artemesia, Hardy Asters, Hardy Chrysanthemums, Hardy Carnations, Campanulas, Daisies, Delphiniums, Gaillardias, Hardy Gypsophila, Liatris, Regal Lilies, Physostegia, Pyrethrum, Rudbeckia, Statice and many other good perennials which are suitable for cut flower purposes. Your assortment of plants can be arranged so that you can start cutting flowers from the early summer months until late fall. This period will cover the dull seasons while greenhouse flowers are scarce. You will find that you can make up all kinds of floral pieces every bit as beautiful as those you make from greenhouse material. In addition you are giving your customers something different.



LIATRIS PYCNOSTACHA

Our Five Reasons for Indorsing and Recommending the New Revised Edition of
FRITZ BAHR'S COMMERCIAL FLORICULTURE

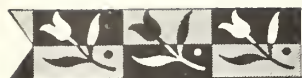
1. It's the best book on the subject.
2. Its 616 pages are crowded with valuable reading matter pertaining and covering every phase of the florist business.
3. It's a book every beginner should read and study, for him it means obtaining information vital toward success.
4. It's giving those already started into the business worthwhile suggestions on how to keep on going and accomplish more.
5. It's of equal value to the experienced grower as it contains the best, most up-to-date cultural methods for plant and cut flower crops for both under glass and outdoors.

IF YOU ARE IN THE RETAIL GROWING BUSINESS, or if you have any idea of ever getting into it, you can make no better investment than to buy a copy of Fritz Bahr's Commercial Floriculture.

Or if you have a retail grower friend or relation to whom you are indebted, send him a copy and enjoy the satisfaction of knowing that you have gone a long way toward squaring accounts.

The price is \$5.50 per copy postpaid for cash with order or postage extra on charge orders.

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MISCELLANEOUS SPRING BULBS

CANNAS

True to name. Large flowering. The ideal bedding plant. Strong northern Texas grown. 2 to 3 eye dormant roots.

Ambassador. Brilliant red, bronze foliage; 4 feet. 100.....\$6.00 1,000.....\$55.00
A distinguished looking Canna. Flowers vivid cherry-red; has luxurious tropical foliage prettily bronzed and makes a splendid color contrast with its brilliant blossoms.

City of Portland. Deep pink. Green foliage. 3½ feet. Extra good flower. Does not fade. 100.....\$5.50 1,000.....\$50.00

Hungaria. 3½ feet. La France pink. 100.....\$5.00 1,000.....\$45.00

King Humbert. This remarkable Gold Medal Canna has been the sensation of the past ten years and is the greatest favorite today. It is a cross between the orchid-flowering and the French, or Crozy type, combining the large flowers of the one with the free-blooming character of the other, with handsome, broad, tropical foliage. Scarlet flowers; bronze leaves. 4 feet. 100...\$4.00 1,000.....\$35.00

King Midas. Clear yellow, green foliage. The finest and largest yellow Canna in existence. 100.....\$5.00 1,000.....\$45.00

Mrs. Alfred Conard. One of the very best Cannas in commerce today. Large, exquisitely shaded salmon-pink flowers are produced in great abundance on robust, upright stalks. We consider this as superior to all pink flowered Cannas. 4 feet. 100.....\$5.50 1,000.....\$50.00

The President. 4 feet. This immense new flaming scarlet has come into wider use more quickly than any other Canna. It is an offspring of the famous Firebird. The President leads the red varieties in the quality and also the quantity of its bloom. The flowers are 7 inches across; the individual petals are firm and long standing, and do not burn, and the trusses stand up stiff on strong stems. The foliage is rich green and burn-proof in the hottest weather. 100.....\$4.00 1,000.....\$35.00

Yellow King Humbert. 4 feet. An orchid-flowering sport of the well-known King Humbert. Has the same habit of growth as its parent; foliage a very dark green, with flowers measuring 5 to 7 inches across; individual petals measuring 3 to 3½ inches in diameter. Flower a deep, rich yellow, softly spotted and blotched with bright red. Some plants occasionally give a scarlet or scarlet striped flower, which we consider an improvement rather than a detriment. 100.....\$4.00 1,000.....\$35.00

TUBEROUS-ROOTED BEGONIAS AND GLOXINIAS "True Belgian Strain"

Tuberous-rooted Begonias, for pot plants and bedding.

Tuberous - Rooted, single. Large blooming bulbs. Scarlet-pink, rose, crimson, yellow, orange, salmon, white.

Begonias, single. 1¼ to 1½ in., 100\$8.50
1½ to 1¾ in., 100.....\$11.50
2 in., scarce, 100.....\$15.00

Tuberous-Rooted, double. Large blooming bulbs. Crimson, scarlet, yellow, salmon, white, pink.

Begonias, double. 1¼ to 1½ in. 100\$10.00
1½ to 1¾ in., 100.....\$13.50
2 in., scarce, 100.....\$16.50

GLOXINIAS

Exceptional for pot plants. Large blooming bulbs. Separate colors.

Gloxinias. 1¼ to 1½ in. 100..\$15.00
1½ to 1¾ in., 100.....\$17.00
2 in., scarce, 100.....\$20.00

GIANT AMERICAN HYBRID AMARYLLIS

The choicest strain ever offered.

This is the finest strain of Amaryllis that has ever been produced in this country, ranging in color from pure white grounds with varied markings of rose, red and crimson to the richest self-colors, as scarlet, crimson, bright red, cherry and almost maroon.

We offer them in choicest mixed colors.

Blooming size bulbs, Doz...\$4.25 100...\$30.00

Large size bulbs, Doz....\$5.00 100...\$35.00

TUBEROSES

We are among the largest handlers of these important florists' bulbs, and take special pains to have our stock kept healthy and true, and to reach us from our growers in perfect condition. Our strain of "Pearl" is the true, large-flowered type, far superior to the old variety. Bulbs are clean and properly graded in sizes offered.

Double Pearl. 3 to 4 inches.

100.....\$2.10 1,000.....\$16.00

Double Pearl. 4 to 6 inches, extra large.

100.....\$3.00 1,000.....\$25.00



CANNA, THE PRESIDENT
The Last Word in Red-Flowered, Green Foliage Large Flowering Cannas.

CALADIUM ESCULENTUM— Elephant's Ear

Much used for bordering Canna beds or sub-tropical plantings. Plants of these always find a ready sale. 100 1,000

5 to 7 in. circumference.....\$ 3.50 \$30.00

7 to 9 in. circumference..... 5.50 50.00

9 to 11 in. circumference..... 10.00 90.00

11 to 12 in. circumference..... 13.50

FANCY LEAVED CALADIUMS— True Brazilian

(See colored illustration on back cover of this catalogue.)

There are no finer colored foliage plants for summer use; splendid for the conservatory and equally good for porch boxes outdoors in shaded places. The stock offered is grown for us by the leading specialist in this line and represents only the choicest highly colored varieties.

Assorted colors, named varieties, mixed.

100\$18.00

ISMENE CALATHINA— Peruvian Daffodil

A grand summer flowering bulb, producing with great freedom large Amaryllis-like, pure white, fragrant blossoms. Exceptional for cut flowers.

Large size bulbs, Doz...\$2.25 100...\$15.00

TEXAS GROWN CANNA ROOTS ARE IN A CLASS BY THEMSELVES.

A. B. C. "SUPREME" QUALITY

DAHLIA ROOTS

Produced under contract by a specialist grower who primarily confines his large crop to "Quality" cut flower sorts which are listed in these pages.

FIVE IDEAL DAHLIAS FOR CUT FLOWERS

We do not hesitate to recommend most highly the following outstanding large flowering decorative kinds for cutting as well as garden show.

"Jane Cowl." Upright flower, very large. Color, golden bronze.

Each...\$1.10 Doz.....\$11.50

"Jersey's Beauty." (See illustration opposite.) Is a true decorative flower of real merit; excellent formation; strong, straight, stiff stems; large in size, good depth and good keeper; color, a beautiful, clear rose-pink; in short, the "Ideal" cut flower Dahlia.

Each...30c Doz...\$2.50 100...\$18.00

"Judge Marean." A striking shade of old rose. Each...40c Doz.....\$4.50

"Mrs. I. De Ver Warner." Orchid pink; very large, extra stem; strong grower, free bloomer. Each...25c Doz...\$2.50 100...\$18.00

"Sagamore." Color is of a beautiful golden-yellow suffused with orange. The habit of growth of "Sagamore," length of stem and free flowering qualities make it particularly valuable for early fall decorations.

Each...30c Doz...\$2.50 100...\$18.00

ADDITIONAL DESIRABLE CUT FLOWER VARIETIES

A. D. Livoni. Show type. Soft pink; a very free bloomer.

Each...15c Doz...\$1.00 100...\$ 6.00

Countess of Lonsdale. Cactus type. Deep salmon-pink.

Each...15c Doz...\$1.50 100...\$10.00

Darlene. Decorative type. Beautiful shade of shell-pink, blending to white in the center. A florists' favorite.

Each...15c Doz...\$1.50 100...\$10.00

Dr. Tevis. Decorative type. Salmon, rose, old gold and apricot.

Each...25c Doz...\$2.50 100...\$18.00

Maud Adams. Show type. Each...20c Doz...\$1.75 100...\$12.00

Princess Juliana. Decorative type. A very desirable white florists' Dahlia.

Each...25c Doz...\$2.50 100...\$18.00

Paul Michael. Decorative type. Old gold; full and deep. One of the most exquisite of autumn shades.

Each...20c Doz...\$1.75 100...\$12.00

Souv-Gustav Doazon. Decorative type. A pleasing shade of orange-red; vigorous grower; heavy, dark green foliage.

Each...20c Doz...\$1.75 100...\$12.00

Sylvia. Decorative type. White edged pink. Fine florists' variety.

Each...15c Doz...\$1.25 100...\$ 8.00

POMPON DAHLIAS

Bobby. Pompon, very finely formed flowers of an attractive shade of plum color.

Each...20c Doz...\$1.50 100...\$10.00

Bronze Beauty. Pompon, color golden-apricot; free bloomer.

Each...20c Doz...\$1.50 100...\$10.00

SPECIAL NOTE: Lack of space in this catalogue prevents the listing of our complete line of named Dahlias that are worth while. We shall, however be glad to mail free, upon application, special quotations on a most desirable assortment of varieties in addition to above.

DAHLIA "JERSEY'S BEAUTY" IS A MOST DESIRED CUT FLOWER VARIETY



"JERSEY'S BEAUTY"—The Outstanding Cut Flower Variety of Today

Pompon Dahlias—Continued

Elizabeth. Pompon, golden-yellow edged brownish-red; free bloomer; fine for baskets and design work.

Each...20c Doz...\$1.50 100...\$10.00

Fairy Queen. Pompon, sulphur-yellow edged pink; fine bloomer; good for basket and design work.

Each...20c Doz...\$1.50 100...\$10.00

Joe Fette. Pompon, a very good white.

Each...20c Doz...\$1.50 100...\$10.00

Klein Domitea. Pompon, a beautiful autumn shade in great demand for retail stores in general, due to its wonderful use in basket work, table decorations, etc.

Each...20c Doz...\$1.50 100...\$10.00

Little Jewell. Beautiful pink; very popular.

Each...25c Doz...\$2.25 100...\$15.00

Pompon Dahlias—Continued

Madeline. Pompon, pale primrose, edged with rose-purple.

Each...20c Doz...\$1.50 100...\$10.00

Pansy. Pompon, color, violet or King Tut purple; fine for retail florist.

Each...20c Doz...\$1.50 100...\$10.00

Snowlad. Pompon, pure white, another good retail florist variety.

Each...20c Doz...\$1.50 100...\$10.00

S. Van Glitter. Pompon, red suffused autumn shade.

Each...20c Doz...\$1.50 100...\$10.00

Titian. Pretty red.

Each...20c Doz...\$1.50 100...\$10.00

Yellow Gem. Bright yellow.

Each...20c Doz...\$1.50 100...\$10.00

Mixed Pompon Dahlias. 100...\$10.00

DAHLIAS—Under Color

Various shades of red.

Doz.....\$1.25 100.....\$ 8.00

Various shades of yellow.

Doz.....\$1.50 100.....\$10.00

Various shades of purple.

Doz.....\$1.25 100.....\$ 8.00

Various white. Doz...\$1.50 100...\$10.00

Variegated. Doz...\$1.50 100...\$10.00

Maroon and dark shades.

Doz.....\$1.25 100.....\$ 8.00

Various shades of pink.

Doz.....\$1.50 100.....\$10.00

Mixed Dahlias.

Doz...\$1.00 100...\$7.00 1,000...\$60.00



A. B. C.
 "Supreme" Quality
Gladiolus
 Annual Output
 Over 8,000,000
 Bulbs

IMPORTANT TO THE FORCER

Please bear in mind the fact that Gladiolus Bulbs which we supply for forcing under glass have been especially cultured and scientifically treated for that purpose. Under reasonably normal conditions growers should obtain worthwhile results from such stock.



FORCING GLADIOLUS

It has been fully determined that planting gladiolus bulbs in December or early January in the greenhouse does not allow of proper development into a finished blooming spike, the many dark days following during course of production causing bulbs to produce excessive foliage and small flower spikes. On the contrary, February planting with a better average of sunshine invariably produces finished quality. Maintaining a "chrysanthemum temperature" with plenty of air at all times seems to be desirable for successful gladiolus culture under glass. Forcing invariably causes bulbs to come blind; this is proven by the fact that bulbs of the same class and of even smaller size than generally planted for forcing will bloom 100 per cent in the open ground. Therefore, it is conclusive that bulbs of 1 1/2-inch diameter and upward, will prove successful under reasonably normal culture.

Numerous experiments have been carried on in connection with the curing of gladiolus bulbs for early planting in the greenhouse, and in the construction

of our new building the most modern facilities have been developed for qualifying stock intended for forcing, this with the fact that all of our gladiolus are cultured exclusively for bulb production, flowers not being removed until seed pods form, thus insuring all vitality returning to the corm.

New Varieties. We believe florists will make money in growing some of the newer kinds as well as recognized standard sorts, since the public is now much interested in the more outstanding kinds. The low prices quoted today on these better varieties enable growers to obtain profit-making kinds on a basis in keeping with existing economic conditions.

Our annual output of gladiolus bulbs is over 8,000,000 bulbs and we are in position to supply in quantity both so-called first size 1 1/2-inch and up, and 1 1/4-inch and up. 1 1/2-inch up is recommended for forcing and either 1 1/2-inch or 1 1/4-inch for open ground culture. We suggest placing order early and we will forward bulbs any time desired by customers.

"VIRGINIA," THE OUTSTANDING RED FOR FORCING OR OPEN GROUND.

A. B. C. "SUPREME" QUALITY GLADIOLUS

Annual Output Over 8,000,000 Bulbs

A. B. Kunderd. Blush pink and cream.

First size \$4.00 per 100
Second size 3.50 per 100

Albania. The most pleasing white variety we have yet seen. Color is of finest glistening white, large ruffled flower.

First size . . . \$3.00 per 100 \$25.00 per 1,000
Second size . . . 2.50 per 100 20.00 per 1,000

Alice Tiplady (Prim.). Rich orange; extra fine, a great favorite; about 50 per cent produce two flowers.

First size . . . \$2.10 per 100 \$16.00 per 1,000
Second size . . . 1.90 per 100 14.00 per 1,000

America. Color, soft lavender-pink. More flowers are open at one time on the symmetrical spike of this Gladiolus than any other we know of. The standard commercial pink.

First size . . . \$2.00 per 100 \$15.00 per 1,000
Second size . . . 1.70 per 100 12.00 per 1,000

Anna Eberius. A little different in color from anything on the market. Dark velvety plum-rose, throat deeper shade. This is a color combination that florists have been hoping for; it harmonizes well in most all kinds of floral work.

First size . . . \$2.50 per 100 \$20.00 per 1,000
Second size . . . 2.30 per 100 18.00 per 1,000

*Baltimore. Rich salmon-pink, fine variety.

First size \$3.00 per 100
Second size 2.50 per 100

Byron L. Smith. White, delicately suffused light mallow-purple deeper at outer edges. Throat Marguerite-yellow with etchings of mallow-purple at base. Exquisite variety.

First size . . . \$3.50 per 100 \$30.00 per 1,000
Second size . . . 3.00 per 100 25.00 per 1,000

*Capt. Boynton. White, suffused lavender, blotched deeper lavender in throat.

First size . . . \$4.00 per 100 \$35.00 per 1,000
Second size . . . 3.50 per 100 30.00 per 1,000

Carmen Sylva. Pure white except for slight violet markings deep in throat.

First size . . . \$3.00 per 100 \$25.00 per 1,000
Second size . . . 2.50 per 100 20.00 per 1,000

Chicago Lavender (Kunderd Seedling). Color somewhat darker than Herada. Good forcer, strong grower. Many flowers open at once. We control entire stock.

First size . . . \$3.00 per 100 \$25.00 per 1,000
Second size . . . 2.50 per 100 20.00 per 1,000

Chicago White. A fine white variety with lavender stripes on lower petals. From seven to eight flowers open at one time. Good forcer, one of the best whites.

First size . . . \$2.10 per 100 \$16.00 per 1,000
Second size . . . 1.90 per 100 14.00 per 1,000

Crimson Glow. Scarlet red, slight stippling of primrose-yellow in throat, overlaid with a velvety scarlet blotch. One of the best.

First size . . . \$3.00 per 100 \$25.00 per 1,000
Second size . . . 2.70 per 100 22.00 per 1,000

*Dr. Bennett (New). Peach-red, overlaid with flame. Scarlet throat speckled with ruby and white. Very attractive, with plenty of vigor.

First size \$4.50 per 100
Second size 4.00 per 100

Dr. Norton. The finest cream and pink, the sensation amongst the newer Gladioli shown at the American Gladiolus Society's show, and awarded the highest honors; a variety that is really in a class by itself. Exceptionally fine for cut flowers.

First size . . . \$3.00 per 100 \$25.00 per 1,000
Second size . . . 2.50 per 100 20.00 per 1,000

Dr. W. Van Fleet. Extra tall and slender plant, flowers of remarkable form and large size. A magnificent shade of delicate rose-pink, deeper at edges of all petals. Throat of softest canary-yellow or cream tint beautifully blended. A very extra variety equal to Dr. Norton.

First size . . . \$3.50 per 100 \$30.00 per 1,000
Second size . . . 3.00 per 100 26.00 per 1,000

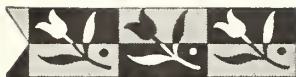
*Duchess of York (Seedling of Baron J. Hulot). Improved larger flower. Color beautiful purple-blue.

First size . . . \$3.50 per 100 \$30.00 per 1,000
Second size . . . 3.00 per 100 25.00 per 1,000



GLADIOLUS "1910 ROSE"

OUR GLADIOLUS LIST CONTAINS THE "BETTER" CUT FLOWER KINDS



NOTE:

We have a very choice strain of "true type" "Mrs. Frank Pendleton," the variety that popularized Gladioli as a cut flower.

A. B. C. "SUPREME" QUALITY GLADIOLUS

Annual Output Over 8,000,000 Bulbs



GLADIOLUS "DR. W. VAN FLEET"

Early Sunrise. Large-flowering, salmon-red. A favorite for indoor forcing in California and much thought of in the Chicago market.

First size.....\$3.00 per 100 \$25.00 per 1,000
Second size.. 2.70 per 100 22.00 per 1,000

E. J. Shaylor. A beautiful deep rose-pink; slightly ruffled; has created the greatest sensation during the past years wherever shown.

First size.....\$2.10 per 100 \$16.00 per 1,000
Second size.. 1.90 per 100 14.00 per 1,000

Elizabeth Tabor. High class of exceptional beauty. Earliest bloomer of all Glads. Delicate rosy-pink on white ground, lower ones bearing a rich, dark crimson blotch. Tall grower, large flowers.

First size.....\$3.00 per 100 \$25.00 per 1,000
Second size.. 2.50 per 100 20.00 per 1,000

***Elora.** White, slightly flushed pink. Sulphur-yellow throat with carmine blotch.

First size.....\$2.70 per 100 \$22.00 per 1,000
Second size.. 2.50 per 100 20.00 per 1,000

Evelyn Kirtland. The color is a beautiful shade of rosy-pink, shading to light pink toward the center, with brilliant blotches of scarlet on lower petals. The whole flower overlaid with a glistening lustre that serves to harmonize the varied coloring.

First size.....\$3.00 per 100 \$25.00 per 1,000
Second size.. 2.50 per 100 20.00 per 1,000

***Faerae.** Tall coral pink, yellow throat.

First size.....\$3.00 per 100 \$25.00 per 1,000
Second size.. 2.50 per 100 20.00 per 1,000

***Fern Kyle.** Creamy white, pencil Rhodamine color.

First size.....\$4.00 per 100
Second size..... 3.50 per 100

Flaming Sword. Earliest of all reds, tinted salmon. A variety that is coming to the front very fast, of brilliant red color, opens well and comes into flower very early. We can recommend this sort very highly.

First size.....\$2.30 per 100 \$18.00 per 1,000
Second size.. 2.00 per 100 15.00 per 1,000

***Gaiety.** Salmon-pink, oxblood blotch in throat.

First size.....\$3.50 per 100
Second size..... 3.00 per 100

Giant Nymph. Very large, light pink with creamy throat. One of the finest varieties on strong stem.

First size.....\$2.70 per 100 \$22.00 per 1,000
Second size.. 2.50 per 100 20.00 per 1,000

***Golden Dream.** A very fine, deep, pure yellow, by far the best; very strong, vigorous grower.

First size.....\$7.50 per 100
Second size..... 6.50 per 100

Golden Measure. Golden-yellow, extra large flowers on a tall spike; the largest and best moderate priced yellow.

First size.....\$4.00 per 100 \$35.00 per 1,000
Second size.. 3.50 per 100 30.00 per 1,000

Halley. A most attractive early blooming sort, with large, well-opened flowers of delicate salmon-pink. Flowers well placed on long, graceful spikes; a most beautiful variety. Early, good forcer.

First size.....\$2.00 per 100 \$16.00 per 1,000
Second size.. 1.80 per 100 13.00 per 1,000

***Hawxwah.** Very fine red; a big improvement over the variety War.

First size.....\$3.00 per 100 \$25.00 per 1,000
Second size.. 2.50 per 100 20.00 per 1,000

Helen Franklin. Pure white with violet stripes on lower petals; slightly ruffled; a great favorite in New England; admired wherever exhibited; good forcer.

First size.....\$3.00 per 100 \$25.00 per 1,000
Second size.. 2.70 per 100 22.00 per 1,000

Helga. Beautiful salmon-rose; one of the finest Glads. today.

First size.....\$2.50 per 100 \$20.00 per 1,000
Second size.. 2.20 per 100 17.00 per 1,000

Herada. Pure mauve with deeper markings on throat and on lower petals. In great demand as a cut flower.

First size.....\$2.50 per 100 \$20.00 per 1,000
Second size.. 2.10 per 100 16.00 per 1,000

WE HIGHLY RECOMMEND "ORANGE QUEEN" FOR CUT FLOWERS



A. B. C. "SUPREME" QUALITY GLADIOLUS

Annual Output Over 8,000,000 Bulbs

OUR GLADIOLUS STOCKS

Have been produced from
young corms and in conse-
quence are dependable

Ida Van. Orange-red, of brilliant tint; flowers large and wide open; six to eight out at one time; spike straight and strong; showy, attractive and beautiful.

First size.....\$2.50 per 100 \$20.00 per 1,000
Second size.. 2.00 per 100 16.00 per 1,000

Jewell. A beautiful salmon-pink with a clear golden yellow throat.

First size.....\$2.30 per 100 \$18.00 per 1,000
Second size.. 2.10 per 100 16.00 per 1,000

Joe Coleman. One of the best sellers on Chicago market. Very large and vigorous; rich red, one of the finest ruffled varieties.

First size.....\$2.50 per 100 \$20.00 per 1,000
Second size.. 2.10 per 100 16.00 per 1,000

***Kunderdi Glory.** Kunderd's ruffled pink.

First size.....\$3.00 per 100 \$25.00 per 1,000
Second size.. 2.50 per 100 20.00 per 1,000

Le Marechal Foch. Beautiful shade of light pink. Flowers twice as large as America. One of the earliest, blooms the same time as Halley and Wilbrinck; a Holland production.

First size..... \$2.00 per 100 \$16.00 per 1,000
Second size.. 1.80 per 100 14.00 per 1,000

Lena Graetz. Fine creamy white flowers; strong grower.

First size.....\$2.70 per 100 \$22.00 per 1,000
Second size.. 2.30 per 100 18.00 per 1,000

***Liebesfeuer.** A solid self-color, brilliant scarlet; many blooms open at one time on a tall, erect spike; the finest red of this shade.

First size.....\$4.50 per 100 \$40.00 per 1,000
Second size.. 4.00 per 100 35.00 per 1,000

***Lilac Wonder.** Beautiful large lavender shade. Tall straight spike, large flowers.

First size.....\$4.00 per 100
Second size..... 3.50 per 100

Lily White. An extremely fine novelty, early, pure white flower; rapid multiplier.

First size.....\$2.30 per 100 \$18.00 per 1,000
Second size.. 2.00 per 100 15.00 per 1,000

L'Immaculee. Pure white, long spike of many flowers open at one time; very early. One of the best of the white varieties.

First size.....\$3.00 per 100 \$25.00 per 1,000
Second size.. 2.50 per 100 20.00 per 1,000

Los Angeles. Salmon-pink, large, early. Many flowers open at a time on long, sturdy stem. One of the exceptionally good kinds for forcing.

First size.....\$2.30 per 100 \$18.00 per 1,000
Second size.. 2.00 per 100 15.00 per 1,000

Louise. Wherever shown meets with favor, distinct in form; clear, pure lavender; a blotch of velvet red towards center; resembles the orchids grown by leading florists. This is one variety that differs from all others; big flower; free grower.

First size.....\$3.00 per 100 \$25.00 per 1,000
Second size.. 2.70 per 100 22.00 per 1,000

***Loweri Grandiflora.** Tall, fine red, slightly mottled, flowers upright on stiff, strong stem.

First size.....\$3.50 per 100
Second size..... 3.00 per 100

Maiden's Blush (Prim.). Exquisite blush-pink; flowers finely formed on long straight stems; free flowering; about 50 percent produce two flowers.

First size.....\$2.10 per 100 \$16.00 per 1,000
Second size.. 1.90 per 100 14.00 per 1,000

Mary Pickford. Delicate creamy white, throat of finest sulphur-yellow.

First size.....\$3.00 per 100 \$25.00 per 1,000
Second size.. 2.50 per 100 20.00 per 1,000

Ming Toy. Very beautiful buff flower with yellow throat.

First size.....\$2.30 per 100 \$18.00 per 1,000
Second size.. 2.00 per 100 15.00 per 1,000

***Minuet.** A wonderful giant lavender Glad. We compliment Mr. Coleman for this wonderful variety. A prize winner at every show.

First size.....\$5.25 per 100 \$47.50 per 1,000
Second size.. 5.00 per 100 45.00 per 1,000



GLADIOLUS "MRS. FRANCIS KING"

"PRIMULINUS HYBRIDS" ARE MUCH IN FAVOR FOR BASKET DECORATION



A. B. C. "SUPREME" QUALITY GLADIOLUS

Annual Output Over 8,000,000 Bulbs



GLADIOLUS

"EARLY SUNRISE"—ONE OF THE EARLIEST

Mrs. F. C. Peters. The blooms of this new variety are extra large, of a rich, rosy lavender, with a patch of bright crimson on lower petals. More beautiful than Mrs. Frank Pendleton and declared by experts to be the "last word" in the newest introduction of Gladioli.

First size.....\$3.00 per 100 \$25.00 per 1,000
Second size.. 2.50 per 100 20.00 per 1,000

Mrs. Francis King. Could we grow but a few varieties, Mrs. Francis King would be one of them; a beautiful "besnard shade" of flame-pink; flowers of giant size on a spike growing four feet high, with from 18 to 20 flowers, six to eight open at one time; a magnificent variety.

First size.....\$2.00 per 100 \$16.00 per 1,000
Second size.. 1.80 per 100 14.00 per 1,000

Mrs. Frank Pendleton. The sensational beauty, winner of awards and prizes everywhere. The petals show beautiful rose-pink on a pure white ground, contrasting in a most striking way with the deep, rich, velvety blood-red blotch on the lower petals. As showy as an orchid. The most perfect and delicate coloring is produced when spikes are cut and carried indoors as soon as the first blossoms open. No grander variety in existence.

First size.....\$2.30 per 100 \$18.00 per 1,000
Second size.. 2.00 per 100 15.00 per 1,000

Mrs. Geo. W. Moulton. Giant violet red or cerise. Many open at one time and nicely placed on stem.

First size.....\$2.50 per 100 \$20.00 per 1,000
Second size.. 2.20 per 100 17.00 per 1,000

Mrs. H. E. Bothin. Light geranium pink, heavily ruffled. Flame-scarlet center.

First size.....\$3.00 per 100 \$25.00 per 1,000
Second size.. 2.50 per 100 20.00 per 1,000

***Mrs. Leon Douglas.** Mammoth in size. This salmon-rose-pink Glad. is by far the best in its color. Flame and scarlet splashing add to the richness of the flower.

First size.....\$4.00 per 100 \$35.00 per 1,000
Second size.. 3.50 per 100 30.00 per 1,000

Myrtle. The most beautiful pink yet introduced; clearest dainty-ruffled rose-pink, softly dissolving into a throat of clear creamy white; early flowering; distinctive in form and color and of good size. Myrtle stands among the elite of "Wizard" Kunder's many exquisite productions.

First size.....\$3.50 per 100 \$30.00 per 1,000
Second size.. 3.00 per 100 25.00 per 1,000

***Negerfurst.** Brilliant velvety dark red, flecked black.

First size.....\$3.00 per 100 \$25.00 per 1,000
Second size.. 2.50 per 100 20.00 per 1,000

Niagara. Light yellow, shading to deeper in throat.

First size.....\$3.00 per 100 \$25.00 per 1,000
Second size.. 2.50 per 100 20.00 per 1,000

Odin. A sport of Prince of Wales; salmon color with dark blotches; early; good forcer.

First size.....\$2.30 per 100 \$18.00 per 1,000
Second size.. 2.00 per 100 15.00 per 1,000

Orange Queen. This variety originated by the famous German horticulturist, W. Pfitzer. Has been accepted by the most critical Glad. lovers of America, and the finest of his recent introductions. We sent this Glad. to California and it was accepted by the exclusive stores like no other variety in recent years. It is an early bloomer, good grower, and color copper-orange.

First size.....\$2.70 per 100 \$22.00 per 1,000
Second size.. 2.50 per 100 20.00 per 1,000

Panama. A perfect Hermosa pink in color, with wide open, wax-like flowers. One of the best of the clear pinks. Many awards.

First size.....\$2.30 per 100 \$18.00 per 1,000
Second size.. 2.10 per 100 16.00 per 1,000

Peace. Giant white flowers with lilac feathering in the throat of two of the petals. Flowers correctly placed on a tall, graceful spike.

First size.....\$2.30 per 100 \$18.00 per 1,000
Second size.. 2.00 per 100 16.00 per 1,000

IF YOU ARE IN THE MARKET FOR GLADIOLUS IN QUANTITY, PLEASE WRITE US

A. B. C. "SUPREME" QUALITY GLADIOLUS

Annual Output Over 8,000,000 Bulbs

Peach Rose. An extra choice and distinct deep rose-pink of remarkable color and appearance. A variety universally loved. Flowers sell at sight; you have it once and you will never do without it. A Kunderd introduction. Was awarded First Class Certificate of Merit by Massachusetts Horticultural Society, summer of 1919.

First size.... \$2.70 per 100 \$22.00 per 1,000
Second size.. 2.40 per 100. 19.00 per 1,000

Pink Perfection. Showy, bright pink, large.

First size.... \$2.50 per 100 \$20.00 per 1,000
Second size.. 2.20 per 100 17.00 per 1,000

***Pink Wonder.** Large, wonderful pink; one of largest ever originated. Shade lighter than Panama, with yellow shading in throat.

First size..... \$4.00 per 100
Second size..... 3.50 per 100

***Pride of Goshen.** Flesh pink with ruffled petals; strong grower.

First size..... \$3.00 per 100
Second size..... 2.50 per 100

***Pride of Lancaster.** Brilliant orange-salmon; rich, fiery, deeper orange throat; tall grower.

First size.... \$3.00 per 100 \$25.00 per 1,000
Second size.. 2.50 per 100 20.00 per 1,000

Primunella (Prim.) A grand ruffled butterfly, orchid-like flower. Orange-saffron color. Beautiful.

First size.... \$2.30 per 100 \$18.00 per 1,000
Second size.. 2.00 per 100 15.00 per 1,000

Prince of Wales. Delicate salmon-pink; very large flowers; good forcer; very popular.

First size.... \$2.50 per 100 \$20.00 per 1,000
Second size.. 2.20 per 100 17.00 per 1,000

Remembrance. Deep rose with throat of carmine. Ruffled. Similar to E. J. Shaylor, but larger flower.

First size.... \$3.00 per 100 \$25.00 per 1,000
Second size.. 2.50 per 100 20.00 per 1,000

Rose Ash. Corinthian red, shading into ashes of roses on outer edges. Lower petals light yellow speckled with ruby.

First size..... \$4.00 per 100
Second size..... 3.50 per 100

***Rosella.** Large well-opened flowers of delicate rose-mauve stained purple and white.

First size..... \$3.00 per 100
Second size..... 2.50 per 100

Rose Luisante (Prim.) Shell pink, cream throat.

First size.... \$2.40 per 100 \$19.00 per 1,000
Second size.. 2.10 per 100 16.00 per 1,000

Rose 1910. Early, rose-pink; very desirable cut flower.

First size.... \$2.10 per 100 \$16.00 per 1,000
Second size.. 1.90 per 100 14.00 per 1,000

***Rubini (New).** Glowing salmon-scarlet with lighter throat; very early large flower.

First size.... \$3.50 per 100 \$30.00 per 1,000
Second size.. 3.00 per 100 25.00 per 1,000

Ruth Huntington. Beautiful violet-lilac with deeper lilac markings on lower petals. Large, strong plant with tall, fine spikes. A general favorite.

First size.... \$3.00 per 100 \$25.00 per 1,000
Second size.. 2.50 per 100 20.00 per 1,000

Schwaben. The strongest growing and largest of all Gladioli of yellow color; a clear citron yellow with aster-purple tongue on lower petals.

First size.... \$2.30 per 100 \$18.00 per 1,000
Second size.. 2.10 per 100 16.00 per 1,000

***Sheila.** Light coral red fading to flesh pink in throat.

First size.... \$2.70 per 100 \$22.00 per 1,000
Second size.. 2.40 per 100 19.00 per 1,000

***Sidney Plumer.** Soft buff-yellow, broad pencil markings.

First size..... \$4.00 per 100
Second size..... 3.50 per 100

Souvenir. Most superb deep yellow self. Tall-stemmed, large hooded flowers facing forward, four to six open at the same time. Flowers ship and keep exceptionally well. Early.

First size.... \$2.30 per 100 \$18.00 per 1,000
Second size.. 2.10 per 100 16.00 per 1,000

A. B. C. "SPECIAL FORCING GRADE" GLADIOLUS

Bulbs are produced under A. B. C. personal supervision, on our contract farms in California, Indiana, Michigan and Iowa, from young, healthy corms and we guarantee that none of same have been under crop for cut flowers. Therefore, you can be assured of stock that contains full vigor and which has been scientifically treated after harvest, especially for greenhouse culture.



GLADIOLUS "VIRGINIA"

KUNDERD'S "GLORY MIXTURE" IS VERY WORTH-WHILE



A. B. C. "SUPREME" QUALITY GLADIOLUS

Annual Output Over 8,000,000 Bulbs



"MRS. FRANK PENDLETON"

The variety that popularized Gladioli as a cut flower

The Later Introductions of PRIMULINUS HYBRID GLADIOLUS

are particularly recommended to the grower who merchandises his own product in a retail way. They obtain a real fitness as basket and vase decorative material. Especially such varieties as Alice Tiplady, Maiden's Blush, Orange Queen, Primunella, Rose, Luisante and Souvenir (see alphabetically arranged list in this book). They can be forced easily and in a comparatively short period of time—likewise just as desirable for out-door culture.

***Thos. T. Kent.** Rose-pink, ruby stripe through center of petals.

First size.....\$3.00 per 100
Second size..... 2.50 per 100

Tyrian Beauty. A beautiful large flower, near American Beauty rose color. Grand. Awarded first prize for best Gladioli at Midwestern Gladiolus Show, Des Moines, Iowa, 1925. Kunderd introduction.

First size...\$3.00 per 100 \$25.00 per 1,000
Second size. 2.50 per 100 20.00 per 1,000

Vesta Tilly. Blush-pink, small lilac blotch. This valuable variety must be seen to be appreciated. We suggest that you include at least a nominal number in your order.

First size...\$2.30 per 100 \$18.00 per 1,000
Second size. 2.10 per 100 16.00 per 1,000

Violet Beauty. Tall, large, cerise-violet. Red throat blotches. Very remarkable. A cut flower favorite. Early forcer.

First size...\$2.90 per 100 \$24.00 per 1,000
Second size. 2.50 per 100 20.00 per 1,000

***Violet Glory.** Massive flower. Rich self-color deep violet, deeper throat. Medium ruffled. Extra.

First size.....\$4.00 per 100
Second size..... 3.50 per 100

Virginia (Scarlet Princeps). Won first prize at the American Gladiolus Show, Rochester, N. Y., August, 1925. Also winner of many other awards.

First size...\$2.30 per 100 \$18.00 per 1,000
Second size. 2.00 per 100 15.00 per 1,000

War. Deep blood-red, shaded crimson-black; very tall and conspicuous. The best Gladiolus of this beautiful shade of red—try it.

First size...\$2.50 per 100 \$20.00 per 1,000
Second size. 2.20 per 100 17.00 per 1,000

***White Wonder.** Almost pure white, faintly flaked rose-pink. A very large flower, well set on spike; many open at one time.

First size.....\$4.00 per 100
Second size..... 3.50 per 100

***W. H. Phipps.** La France pink, overlaid with light rose-salmon. Lighter toward the center and with lightly speckled ruby markings. From 12 to 20 florets open at a time.

First size...\$4.50 per 100 \$40.00 per 1,000
Second size. 4.00 per 100 35.00 per 1,000

Wilbrinck. A sport of Halley; retains Halley's earliness and has the color of America; soft yellow blotch on lower petals.

First size...\$2.30 per 100 \$18.00 per 1,000
Second size. 2.00 per 100 15.00 per 1,000

SPECIAL MIXTURE

Kunderd's Glory Mixture. The par excellence of Gladiolus mixtures. Contains a good selection of Kunderd varieties, with a large range of color. This special mixture is now largely sold by seed houses throughout the country as "Blue Ribbon" mixture. We recommend that florists plant freely of this mixture for their store trade as well as to recommend bulbs of same to their customers for home garden planting.

First size...\$2.30 per 100 \$18.00 per 1,000
Second size. 2.00 per 100 15.00 per 1,000

NOTE!

We have in limited supply, varieties marked thus (*) and suggest that you include a nominal number of each of these valuable new kinds with your order. All "First Size" bulbs quoted herein measure 1½ inches up diameter. "Second size," 1¼ inches up diameter. We can also supply "Third Size" in most all varieties, and will quote same on application.

QUALITY GLADIOLUS BLOOMS ARE PRODUCED FROM A. B. C. BULBS

KUNDERD'S FAMOUS CUT FLOWER GLADIOLUS

AT PREVIOUS UNHEARD OF LOW PRICES

We offer Kunderd's famous cut flower Gladiolus, considered the finest varieties the world has produced. It is generally impossible for florists to acquaint themselves with all of Kunderd's new creations. Wherever they are shown they are much admired. We control the sale of more than two million of these fine separate named varieties and offer all of them listed below at the special price of \$22.00 per thousand for 1 1/2 inch diameter and up, and \$18.00 per thousand for 1 1/4 inch diameter and up.

We recommend to every florist who desires something better than the regular common sorts to plant a good quantity of these exceptional Kunderd varieties which will obtain for him a worth-while profit. On our wholesale market they always find a ready market at 5c and better; this, regardless of the

over-supply of the other standard varieties that not infrequently "glut" the market.

Our prices cover only a fraction of the real value. Many of these varieties have been originally introduced for as much as \$5.00 a bulb, and now you can buy them for the price usually asked for standard kinds. If you are not acquainted with these grand sorts, we will select for you 100 or 250, 500 or 1,000 of the kinds offered. They are all of the large type, no primulinus, and a great percentage of the fine Kunderd famous ruffled varieties. Full description is given of each variety below.

	Per 100	Per 1,000
1 1/2 inch diameter and up	\$2.70	\$22.00
1 1/4 inch diameter and up	2.30	18.00

Ah. Beautiful large flower of fine shade apricot pink.

Battle Creek. An attractive, almost self-colored deep violet, a little deeper in throat. Good size and many open at a time. A showy flower.

Buckeye. Very large, massive bloom of fine rose-pink color with tint of old rose at edge of petals. A beautiful large rose-red throat. Very good.

Bumble Bee. Salmon, rose, pink, ruffled.

Dr. J. H. Neeley. Tall, massive plant. Refined flower of finest blushed white. Throat clear and clean, pure soft, white-tinted soft canary yellow.

Flaming Vale. Very tall, long spikes with large, deep, cardinal-red flowers. Throat a little deeper. Pure self-color effect. Very good.

Glory of Teuch. Fine, pure yellow with deeper throat.

Highland Laddie. Large, massive and beautiful pink of a decided and pleasing shade. A very choice kind and a rapid multiplier.

Lustre. Tall, large flowered orange-vermilion. Grand and beautiful.

Purple Spot. Large, violet-red with very conspicuous dark blotches. Early, showy.

All of the above exceptional varieties at special low prices of

\$2.70 per 100.

\$22.00 per 1,000 for bulbs 1 1/2 in. dia.

\$2.30 per 100.

\$18.00 per 1,000 for bulbs 1 1/4 in. dia.

QUALITY FLOWERS

invariably find an outlet at fairly profitable prices especially in times of plentiful supply. Here is a golden opportunity to purchase "De Luxe" varieties of cut flower.

GLADIOLUS

at previously unheard of low prices. Early order for these fancy kinds is suggested. We will reserve stock and make shipment when wanted up to April 15th.



TYPE OF KUNDERD GLADIOLUS OFFERED ON THIS PAGE

Red Copper. Large flowers, deep salmon-rose, heavily flaked blue. Lower petals red, white and yellow, lined and penciled with blue. A choice, fancy color.

Romance. Orange, salmon-rose, red and yellow throat, with a bluish border surrounding each petal.

Rose Glory. Beautiful pure rose pink with deeper throat.

Sentinel. One of the very best salmon-pink Gladiolus. Warm, salmon-pink with darker feathering and crimson blotch on cream ground.

Snow Boy. Tall and stately; pure white. Many flowers open at a time. Often has only one beautiful blotch on lower petal. Large flower of finest form. Beautiful.

Splendora. Splendid, very dark wine-black. A fine, rich, distinct sort.

Uhlán Chief. Flower of most intense brilliant vermilion-scarlet. Lower petals deeper color and beautiful, dark feathered. A magnificent red.

Virginia Hale. Beautiful, soft, creamy salmon-rose, deeper toward border of all petals. Very beautiful variety.

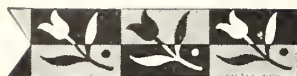
All of the above exceptional varieties at special low prices of

\$2.70 per 100.

\$22.00 per 1,000 for bulbs 1 1/2 in. dia.

\$2.30 per 100.

\$18.00 per 1,000 for bulbs 1 1/4 in. dia.



A. B. C. LILY HEADQUARTERS

LILIES FROM 1931 CROP



LILIAM SPECIOSUM "MAGNIFICUM" (Rubrum)

LILIAM GIGANTEUM

From cold storage—(1931 crop).

	Per 100	Per Case
7 to 9 in.—300 to Case.....	\$ 9.00	\$22.50
8 to 9 in.—250 to Case.....	10.00	23.50
8 to 10 in.—225 to Case.....	12.00	25.00
9 to 10 in.—200 to Case.....	15.00	27.00

LILIAM GIGANTEUM

Delivery, Fall, 1932.

	Prices Established in August
6 to 8 in.—400 to Case	
7 to 9 in.—300 to Case	
8 to 9 in.—250 to Case	
8 to 10 in.—225 to Case	
9 to 10 in.—200 to Case	
10 to 11 in.—150 to Case	

A. B. C. IMPROVED "ERABU"

Delivery, Fall, 1932. Write for prices.

	Prices Established in August
6 to 8 in.—400 to Case	
7 to 9 in.—300 to Case	
8 to 9 in.—250 to Case	
8 to 10 in.—225 to Case	
9 to 10 in.—200 to Case	
10 to 11 in.—150 to Case	
11 to 13 in.—130 to Case	

LILIAM SPECIOSUM MAGNIFICUM—Improved Rubrum

From cold storage. White ground, pink spotted. Recommended for both under glass and outdoor culture.

	Per 100	Per Case
7 to 9 in.—250 to Case.....	\$11.00	\$24.00
8 to 9 in.—200 to Case.....	14.00	24.00
8 to 10 in.—170 to Case.....	16.00	24.00
9 to 10 in.—150 to Case.....	18.00	24.00
9 to 11 in.—130 to Case.....	22.00	26.00
11 to 13 in.— 90 to Case.....		26.00

N. B.—ALL PRICES QUOTED FOR LILY BULBS SUBJECT TO CHANGE WITHOUT NOTICE.

LILIAM SPECIOSUM ALBUM

White. From cold storage.

	Per 100	Per Case
8 to 9 in.—200 to Case.....	\$12.00	\$25.00
8 to 10 in.—170 to Case.....	14.00	25.00
9 to 10 in.—150 to Case.....	18.00	25.00

LILIAM AURATUM

Gold banded Lily of Japan. From cold storage.

	Per 100	Per Case
7 to 9 in.—250 to Case.....	\$ 8.00	\$16.00
8 to 9 in.—170 to Case.....	12.00	16.00
8 to 10 in.—150 to Case.....	13.00	16.00
9 to 10 in.—120 to Case.....	15.00	16.00
10 to 11 in.— 90 to Case.....		16.00
11 to 13 in.— 70 to Case.....		16.00

LILIAM AURATUM PLATYPHYLLUM

From cold storage.

	Per 100	Per Case
8 to 10 in.—150 to Case.....	\$14.00	\$18.00
9 to 10 in.—120 to Case.....	18.00	21.00
11 to 13 in.— 70 to Case.....		18.00

LILIAM TIGRINUM SPLENDENS

	Per 100	Per Case
7 to 9 in.—250 to Case.....	\$ 9.00	\$16.00
8 to 9 in.—200 to Case.....	10.00	16.00
8 to 10 in.—170 to Case.....	12.00	18.00
9 to 10 in.—150 to Case.....	14.00	18.00

LILIAM TIGRINUM—Fl. Pl. Double

	Per 100	Per Case
5 to 7 in.—200 to Case.....	\$11.00	\$19.00

LILIAM HARRISII—Bermuda Grown

Sizes, 6 to 8-inch, 7 to 9-inch, 9 to 11-inch, 11 to 13-inch. Prices on application.

LILIAM CANDIDUM—Imported Northern French Grown

Pure white Madonna Lily bulbs available during August, September and October only. Price on application. Early orders for this Lily desirable.

THE REGALE LILY

The flowers are white, slightly suffused with pink, with a beautiful shade of canary-yellow at the center, blending out part way up the trumpet; the fragrance is fascinating.

Price of Regale Lilies, True Northern Grown

LILIAM REGALE

	Doz.	Per 100
Delivery now.....		
4 to 5 in. circumference.....	\$2.00	\$12.00
5 to 6 in. circumference.....	2.25	15.00
6 to 7 in. circumference.....	2.75	18.00
7 to 8 in. circumference.....	3.00	20.00
8 to 9 in. circumference.....	3.50	25.00
9 to 10 in. circumference.....	4.50	35.00
10 to 11 in. circumference.....	6.00	45.00

Our supply of Regale Lilies is from bulbous stock, not seeds. There's a difference in your favor, namely, the type is true.

	Per Doz.	Per 100
Batemanniae. Reddish orange.....	\$2.00	\$12.00
Canadense. Bell-shaped blossoms which vary in red and yellow colors. Three to five feet high..	2.00	12.00
Elegans (Leonard Joerg). Rich apricot spotted.		
Very fine	2.50	16.00
Elegans. Orange	2.00	12.00
Kramer. Pink flowered.....	2.00	12.00
Henry. Bright orange-yellow	1.50	9.00
Natsusukashi	2.00	12.00
Rubellum. Deep rose-pink to almost white.....	3.00	18.00
Umbellatum. Orange-red	2.25	15.00

LILY-OF-THE-VALLEY PIPS

A. B. C. "Supreme" Florists' Quality.

Our stock of these is imported direct by us from the foremost Lily-of-the-Valley grower in Germany, and is of unsurpassed quality. We can supply these in cases of 100-250, 500-1,000 and 2,500 pips from cold storage, Chicago and New York.

Per 100 Pips	\$ 4.00
Per 250 Pips	9.00
Per 500 Pips	16.00
Per 1,000 Pips	30.00

LILY-OF-THE-VALLEY CLUMPS

For garden culture. Doz.....	\$3.00	100.....	\$20.00
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"SOUVENIR"—The Sensational New Yellow Cut Flower Rose

"SOUVENIR"

The new yellow cut flower rose that will, we believe, be needed to keep rose growers out of the "red." W. R. Pierson, of A. N. Pierson, Inc., Cromwell, Conn., the originators, states as follows: viz., "Finest yellow rose that has ever been offered to the public; a wonderful grower, better than 'Talisman' at any stage of the game; it is a big, strong-growing, double yellow flower, will unquestionably displace 'Pernet.'" We might say Mr. Pierson's word is "100 per cent bankable." Furthermore, our president, Mr. A. Miller, has had this rose under observation since its origin and fully substantiates Mr. Pierson's conclusion. Place your requisition early as several hundred thousand plants have already been booked from some of the most prominent rose growers in the country. Orders filled strictly in rotation as received.

PRICES—Strong Grafted Plants from 2½-in. Pots

100	\$45.00	1,000	\$400.00
5,000			\$375.00 per 1,000

Larger Quantities Quoted on Application

40 ACRES OF PALMS

KENTIA FORSTERIANA

OF EXCEPTIONAL QUALITY AND VALUE

We have again closed arrangements with Bassett and Washburn Kentia Nurseries, Sierra Madre, Calif., to handle their output from 40 acres for the year 1932. B. & W. quality Palms need no commendation on our part.

We suggest booking order now for such sizes as you may anticipate needing for your spring and summer work. Shipments will begin April-May next, from Chicago.

All will be properly "hardened off" and "ready for business." Place order now for shipment the coming spring.

PALMS—Kentia Forsteriana

All F. O. B. Chicago. No Extra Packing Charges.

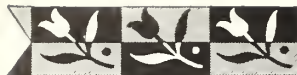
ALL PRICES F. O. B. CHICAGO

SINGLE PLANTS

Size of Pots and Tubs	Height	Price, Per 100
2½-inch Pot—10 to 12 inches		\$22.50
2½-inch Pot—14 to 16 inches		37.50
		Price, Each
4-inch Pot—18 to 20 inches		\$ 1.00
5-inch Pot—22 to 24 inches		1.50
8-inch Tub—46 to 48 inches		6.00
8-inch Tub—52 to 54 inches		7.50

MADE-UP PLANTS

Size of Pots and Tubs	Height	Price, Each
5-inch (3 in a Pot)—16 to 18 inches		\$ 1.85
5-inch (3 in a Pot)—22 to 24 inches		2.25
6-inch (3 in a Pot)—22 to 24 inches		2.75
6-inch (3 in a Pot)—28 to 30 inches		3.75
6-inch (3 in a Pot)—34 to 36 inches		4.50
6-inch (4 in a Pot)—22 to 24 inches		3.25
6-inch (4 in a Pot)—28 to 30 inches		4.50
6-inch (4 in a Pot)—34 to 36 inches		5.50
7-inch (4 in a Tub)—36 to 38 inches		7.00
7-inch (4 in a Tub)—42 to 44 inches		8.00
8-inch (4 in a Tub)—46 to 48 inches		10.00
8-inch (4 in a Tub)—50 to 52 inches		12.00
10-inch (4 in a Tub)—56 to 58 inches		13.00
10-inch (4 in a Tub)—62 to 64 inches		20.00
10-inch (4 in a Tub)—68 to 70 inches		25.00
12-inch (4 in a Tub)—72 to 84 inches		30.00



AGERATUM, IMPROVED FRASERI

AGERATUM

Fine for bedding, basket and vase work.	Per 100	Per 1,000
Improved Fraseri. Amethyst blue, shaded purple. Rooted cuttings...	\$2.00	\$15.00
2 1/4-inch	4.00	35.00
Wilsonii Blue Rooted Cuttings...	2.00	15.00
2 1/4-inch	4.00	35.00

ALOYSIA CITRIODORA—Lemon Verbena

A sweet lemon-scented garden plant, extensively used to impart a sweet scent to bunches of flowers lacking a scent of their own.

Doz.....	70c	100.....	\$5.00
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ANTHERICUM—Vitata Variegatum

A most beautiful foliage plant that is very desirable for vase, box or basket work. Foliage is green and white; very showy.

2 1/4-inch pots, Doz....	\$1.25	100....	\$7.50
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ASPARAGUS

Strong, bushy plants.

Plumosus, 2 1/4-inch.			
100.....	\$6.00	1,000.....	\$55.00
Sprengeri, 2 1/4-inch.			
100.....	\$6.00	1,000.....	\$55.00

FLOWERING BEGONIAS

2 1/4-inch pots, except where noted:

Doz.....	\$1.00	100.....	\$7.50
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Alba Perfecta Grandiflora. A pure white-flowering Begonia.

BEGONIA MELIOR

Produced by a specialist grower; quality exceptional. 2 1/4-inch; May-June-July delivery.

Our annual shipments of this important holiday plant amount to over 50,000 plants yearly.

Price on application.

Flowering Begonias (Continued)

2 1/4-inch pots, except noted otherwise.
Doz.....\$1.00 100.....\$7.50

Alba Picta. Long, pointed, slender leaves thickly spotted with silvery-white. Foliage small and elegant.

Argentea Guttata. It has purple-bronze leaves, oblong in shape, with silvery markings, and a most beautiful Begonia.

Baby Rubra (Picta Rosea). The flower is a rosy-flesh color, shaded with a silvery-pink and enlivened with dense clusters of yellow anthers.

Chatelaine Supreme (New Flowering Begonia). Freest blooming variety known, and literally covered the entire year with a wealth of beautiful pink flowers with yellow stamens.

Coralline Lucerne. A strong, vigorous grower of upright habit. The flowers are borne in great clusters from 12 to 18 inches across, almost hiding the plant. The color is a beautiful bright coral-red of a heavy waxen texture.

Feastii, or Beefsteak Begonia. A low, spreading Begonia, with perfectly circular leaves, red beneath and dark, glossy-green above, and of heavy texture.

Doz.....	\$1.50	100.....	\$11.00
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Mrs. Townsend. Broad foliage; profusion of pink flowers. Seven point leaves.

Doz.....	\$1.50	100.....	\$11.00
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Red Chatelaine Supreme. Gorgeous pot variety for winter. Never out of bloom.

Doz.....	\$1.35	100.....	\$10.00
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Rubra. A beautiful red flowering Begonia.

Doz.....	\$1.35	100.....	\$10.00
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Thurstonii. Bright red foliage and veinings underneath the leaves, and bright metallic-green shading to red in the younger growth on top. The flowers are a beautiful deep pink in bud, but when expanded become a beautiful shell pink.

Rex Begonia. Good assortment.

2 1/4-inch Pots, Doz....	\$1.75	100....	\$12.50
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Flowering and Ornamental PLANTS

Secured from growers in the "Know How" of sending them out, to the end that "the other fellow" will be satisfied.

Shipment direct from growing stations.

In addition to our listing in the following pages, please refer to current issues of the "Florists' Review" and the "Florists' Exchange" (classified pages) wherein we will quote in season various items as Geraniums, Snapdragons, etc.

NOTE: All plants offered are from 2 1/4-inch pots unless otherwise noted.

BUDDLEIA—Butterfly Shrub

Asiatica. The popular white winter forcing variety for florists.

2 1/4-inch Pots, Doz.....	90c	100.....	\$6.50
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Variabilis Magnifica. Pot grown.

2 1/4-inch Pots, Doz.....	80c	100.....	\$5.50
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CALLA—"Godfrey"

White flowered. 2 1/4-inch Pots, 100.....\$6.50

CANNAS

Large flowering. Started plants from 3-inch pots ready April 1st. 100.....\$7.00

VARIETIES: The President, King Humbert, Yellow Humbert, Conard, City of Portland, Apri-cot, Eureka, Richard Wallace.

CLEMATIS PANICULATA

Japanese Virgin's Bower.

One of the most beautiful of our hardy, sweet-scented flowering vines. The flowers are pure white, and are borne in large panicles or clusters of bloom, fairly covering the plant, so that it is a mass or sheet of fleecy white. Desirable for cut flowers.

2 1/4-inch Pots, Doz.....	75c	100.....	\$5.00
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SPECIAL NOTE:

If you are a producer of this line and prepared to ship out "high grade stock" we shall be glad to receive your listing with prices. Our outlet for such is extensive and we will aim to trade to our mutual advantage.—A. B. C.

CHRYSANTHEMUM "NORMA" IS A VERY OUTSTANDING CUT FLOWER VARIETY.



CALCEOLARIAS

PROFITABLE POT PLANTS
for Easter, Mother's Day and Spring Sales

All from 2¼-inch. 25 Plants of a Variety at 100 Rate

Delivery, Fall 1932

(See Illustration Opposite)

Early Orders Advisable as Supply of Named Varieties
Seldom Equals the Demand

CALCEOLARIA HYBRIDA—Perfect Model

One of the older varieties of Calceolarias; well known; of the large flowering type, coming in a beautiful range of colors. 2¼-in., per 100 \$12.00

CALCEOLARIA HYBRIDA COMPACTA—

"Jamesii"

This variety has all the good qualities of Perfect Model but is superior, since it rarely, if ever, requires staking, because of its compactness. Flowers borne on short, strong stems, varying from solid colors to soft clear shades and brightly spotted ones. 2¼-in., per 100..... \$12.00

CALCEOLARIA EUREKA COMPACTA—

"Jamesii"

A big improvement on the Hybrida Compacta, by careful selection of seeding plants, chosen for their unusual flowering qualities, as to size and color of blooms, and their clearness, as well as strength of plant and extra good foliage. This is a very highly developed variety of the Rugosa type, coming in about 18 wonderful colors; compact; does not require staking.
2¼-in., per 100 \$25.00

ALL THE ABOVE ARE EARLY FLOWERING

RUGOSA HYBRIDS

Fine color and a very good grower.
2¼-in., per 100 \$12.00

Calceolaria Amber King. Soft yellowish amber.
2¼-in., per 100 \$30.00

Calceolaria Bronze Queen. Beautiful orange-bronze.
2¼-in., per 100 \$35.00

Calceolaria Lymanii. Rich dark red.
2¼-in., per 100 \$30.00

Orange Queen. Beautiful orange. A good seller.
2¼-in., per 100 \$20.00

Calceolaria Pink Beauty. Beautiful strawberry pink.
2¼-in., per 100 \$30.00

Calceolaria Stewartii. Beautiful canary-yellow.
2¼-in., per 100 \$30.00



NEW CALCEOLARIA EUREKA COMPACTA—"JAMESII,"—The "Premier" of the Calceolaria Family

New and
Standard
Varieties

CARNATIONS

Strong
Rooted
Cuttings

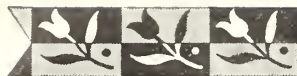
	Per 100	Per 1,000
Spectrum Supreme. Scarlet	\$ 8.00	\$ 75.00
Salmon or Pink Spectrum	8.00	75.00
Spectrum. Scarlet	5.00	40.00
Maine Sunshine. Yellow	12.00	100.00
Laddie. Pink	10.00	90.00
Woburn. Maroon	6.00	50.00
Ivory. White	5.00	40.00
Sophelia. Dark pink	6.00	50.00
Illuminator. Cerise pink	10.00	90.00
Pink Abundance	5.00	40.00
Senator. White	5.00	40.00
White Eldora	5.00	40.00
Pink Eldora	5.00	40.00
Romance. Gorgeous new pink	15.00	125.00
Lucky Strike. Dorner's new yellow	15.00	125.00
Marjorie. New glowing dark pink	15.00	125.00
Patrician. New white	15.00	125.00

25 CUTTINGS AT 100 RATE—250 at 1,000 RATE

SPECIAL NOTE

We are in position to supply strong rooted cuttings of practically all desirable varieties of Carnations. Please write us about your Carnation needs.

PRIMULA MALACOIDES—"ERIKSSONI," A DE LUXE NOVELTY POT PLANT.



**NEW CHRYSANTHEMUMS
OF PROVEN MERIT**

Betty Price. Late button pompon maturing about November 25th. Brilliant orange suffused with bright bronze.

100\$7.50

Cremona. Midseason white Anemone with straw-yellow cushion; medium size. Sturdy dwarf grower making good pot plants. 100\$10.00

Crimson Glow. Late crimson maroon Anemone which should be disbudded for best results. Easy growing variety with excellent stem and foliage, making an ideal pot plant attaining a height of from 24 to 28 inches. Maturing November 25th and later. 100\$15.00

Crystal Globe. A white to follow White Chieftain, but grows nicer. Straight, upright stem with good foliage. November 20th. Doz..\$5.00 100.\$25.00 1,000.\$200.00

Electra. A wonderful reflexed yellow for those who sell locally or in their local market. Good stem and foliage. October 27th. Doz..\$5.00 100.\$25.00 1,000.\$200.00

Edith Newberry. A reflex large pompon, measuring 3 inches across when disbudded. Color a beautiful shade of orange rust. It should make an excellent commercial disbudded pompon. Maturing November 5th. 100...\$15.00

Golden Herald. A commercial early reflexed maturing October 20th to 25th. Color, deep golden yellow with blossoms measuring 5 inches across. An excellent keeper and can profitably be grown three or four blossoms to the plant. Best results are from buds taken August 25th. 100\$15.00

Justine Miller. A late reddish bronze button variety maturing November 20th to November 25th. It is very prolific, a sturdy grower and excellent color. It

is without doubt one of the best button pompons in its season. 100.....\$7.50

Pink Chief. An early incurved pink which should prove a boon to those who ship to the markets. We know of nothing to compare with it at its blooming date, October 12th. Fine stem and foliage. Doz..\$5.00 100.\$25.00 1,000.\$200.00

Yellow Streak. Rich, deep, clear yellow. Incurved bloom. Grows tall, therefore can be benched in July and give ample stem for cutting. November 1st. Doz..\$5.00 100.\$25.00 1,000.\$200.00

**CHRYSANTHEMUMS OF RECENT
INTRODUCTION THAT HAVE "MADE
GOOD"**

Ambassador. This variety should prove valuable, especially to those growers who ship into the large markets and need extra size early to protect their markets. It is pure white in color and grows five feet from June planting. Needs no special culture to perfect its handsome blooms. 100....\$12.00 1,000.....\$100.00

Golden Pearson. A clear bright yellow sport from the popular bronze variety Gladys Pearson. 100.....\$4.00 1,000.....\$35.00

"Marie de Petris." Large flowering. A closely incurved, deep golden-yellow (shade of Golden Glory), measuring 6 to 8 inches across when grown; two to the plant. Flowers have great substance and keeping qualities. A variety which we can highly recommend. Rooted cuttings. 100.....\$6.00 1,000.....\$50.00

CHRYSANTHEMUMS

of UNUSUAL MERIT for the FLORIST

Strong Rooted Cuttings

Old Rose. A most pleasing shade of old rose and a splendid seller. The bloom has unusual substance. Can be bloomed from either late crown or terminal bud, the crown bud flower coming a few days earlier and somewhat larger. Good stem and foliage. Grows five feet from June planting. Blooms early in November. Awarded silver medal at Louisville show, November 13th. 100.....\$12.00 1,000.....\$100.00

Silver Dawn. A large flowering, white incurved, maturing October 20th to 25th. Foliage and stem being ideal. It is a vigorous grower, an all round. Exceptionally good variety. Strong rooted cuttings. 100.....\$12.00 1,000.....\$100.00

White Distinction. This is a pure white sport from Distinction. Those who grow Distinction as a late midseason pink, will appreciate this pure white sport. It has the same splendid substance and the same fine, upright habit. It grows four feet from June planting and blooms November 15th. Take terminal bud. 100.....\$12.00 1,000.....\$100.00

Yellow Gold. Yellow gold is one of those globular incurved varieties that are the shippers' delight. The color is a clear, bright yellow. The foliage is medium in size, permitting fairly close planting. Grows five feet from June planting and blooms November 1st to 15th from terminal bud. 100....\$12.00 1,000.....\$100.00

SPECIAL NOTE!

We believe that growers will find it to their advantage to change their "Mum Blood" every few years, securing new stock from growers who specialize in healthy "Free from Midge" plants. The stock offered in these pages represents not only such quality, but as well varieties that are in keeping with the times. In addition we are in position to furnish practically every worth-while "Mum" in commerce. Some hundreds of varieties, in total, a complete list of which will be mailed free for the asking.

"NEW MUM BLOOD"

CHRYSANTHEMUMS

of UNUSUAL MERIT for the FLORIST

Strong Rooted Cuttings

NEW POMPONS OF PROVEN MERIT

Bonnie Maid. Flowers intermediate in size, round in form and borne in fine sprays. Should become a leader among the early pink pomps. October 18th.
Doz. \$5.00 100. \$25.00 1,000. \$200.00

Grenadier. A red pompon with unusual merit. Rich deep red. Blooms of medium size and borne in fine sprays. Strong grower. November 10th.
Doz. \$5.00 100. \$25.00 1,000. \$200.00

Lois. A golden yellow sport of bronzetta. Medium in height. A free, clean grower; prolific, and with excellent keeping qualities. One of the best yellow Thanksgiving varieties, but can be held over until later.
100. \$8.00 1,000. \$75.00
We recommend "Lois" most highly.

A. B. C.
Jemima. Bright bronze with enough gold in the color to hold well. Globular bloom, somewhat larger than Nuggets. Fine sprays. October 28th.
Doz. \$5.00 100. \$25.00 1,000. \$200.00

Sea Gull. Resembles White Doty but produces more open sprays. Nice grower and good yielder. November 1.
Doz. \$5.00 100. \$25.00 1,000. \$200.00

CHRYSANTHEMUMS

Pompons and Anemone Flowered of recent introduction that have "Made good."

Amos. A good medium shade of bronze without other shading. Holds its color fine. Blooms November 10th.
100. \$8.00 1,000. \$75.00

Betty Rose Anemone. A large flowered Anemone suitable for disbudding, maturing October 25th. Color an even shade of deep lavender-pink throughout with full rounded cushion.
100. \$12.00 1,000. \$100.00

NEW POMPON

Dorothy Turner.

Perfection just in time for the Thanksgiving season; ideal in color, a lively combination of bronze and old gold. The broad, overlapping petals are evenly shaded with rich old gold, deep-

ening to a chestnut-bronze at the center. A most valuable pompon. Strong rooted cuttings.

100. \$3.50 1,000. \$30.00

"Eileen Masson." This extraordinary early-flowering Mum can be had for potted plant sales from June 15 to the middle of October. It is in bloom as early as June 15, but can be had for later date by removing the buds, as it grows a new lot of buds; these in turn can be removed again if bloom is wanted for the middle of October. It grows only to a height of 12 inches and requires absolutely no pinching to keep it short. Ideal in every respect for a potted plant.

The color is a beautiful dark pink. It grows a double row of petals about two inches in diameter.

100. \$5.00 1,000. \$45.00

Legal Tender. The red and gold pomp for Thanksgiving sales. Makes a heavy spray, very attractive under artificial light. Can be held for Christmas sales when grown cool.

100. \$8.00 1,000. \$75.00

Melba. In color it is an intense red, the reverse petals being gold. This is perhaps the brightest color ever produced in a chrysanthemum maturing November 1st and later, and should be disbudded for best results. Awarded A. C. S. Certificate.

100. \$5.00 1,000. \$45.00

Norma—Orchid pink Anemone (see illustration). Probably no chrysanthemum introduced in past years has created such a favorable impression amongst flower buyers as has this new Depetris introduction. Notwithstanding a depressed "mum" market the past season, "Norma" invariably sold out in the Chicago wholesale field at a profitable figure. Numerous Chicago retailers buying other kinds in or-



"NORMA"

der to obtain a supply of "Norma." For best results, disbudding should be practiced, allowing plant to carry six to eight blooms. "Norma" is a large flowering orchid-pink Anemone with golden-pink cushion making a very striking combination. Individual flowers average 4 inches to 5 inches across. Matures November 25th to December 1st. By propagating late, flowers can be had by the middle of December. We cannot recommend too highly this most outstanding new cut flower variety. Strong rooted cuttings

100. \$8.00 1,000. \$75.00

November Bronze Pompon (a Sister Plant to Dorothy Turner). A rich combination of vivid bronze and orange of remarkable keeping qualities. Ready for cutting about November 10th. One of the very good new Pompons. Strong rooted cuttings.

100. \$7.00 1,000. \$65.00

Susanne Miller—"Golden Norma." A golden-yellow, yellow running mate of Norma, averages 4 inches to 5 inches across; very good. Strong rooted cuttings.

100. \$12.00 1,000. \$100.00

Jewell. The blooms are of the large button type, like Nuggets. The color is a pleasing shade of bright, clear pink. Comes into bloom October 15th.

100. \$8.00 1,000. \$75.00

WE ARE IN CONSTANT TOUCH with the "Mum Situation," and are prepared to supply practically every worth-while kind and at prices in keeping with the times. If interested, ask for A. B. C. special mum rooted cutting price list—mailed free.



NEW RED GERANIUM—"Louise"

CINERARIA

Multiflora Nana. "Potsdam Strain." Now very popular as a pot plant.
2 1/4-in., per 100\$6.00

CINERARIA

Cremer's prize strain. Something new. Won first prize at recent Philadelphia flower show as well as gold medal at Baltimore exhibition. Ready September, October and November. September plants will bloom for Valentine's Day, and the October-November plants are flowered for Easter. 2-in. plants, mixed colors, F. O. B. eastern shipment, per 100.....\$10.00

CINERARIA

Howard and Smith's "Prize" half dwarf, large flowering strain. 2 1/4-in. plants, mixed colors. Per 100\$6.00

COLEUS—Christmas Gem

We have a very large supply of this profitable florists' plant. Color, carmine shading off to a deep maroon, margin yellow and green.
Rooted Cuttings, 100...\$3.00 1,000...\$25.00
Big Tim and Brilliancy.
Rooted Cuttings, 100...\$3.00 1,000...\$25.00

CYCLAMEN

True Ferd. Fischer Strain, grown by a specialist. All sizes from seedlings up, supplied in season. Prices on application or (refer to "Florists' Review," classified pages, for prices in season).

DRACAENA INDIVISA

The popular ornamental plant.

2 1/4-in. Pots\$ 5.00
3- in. Pots15.00
4- in. Pots25.00
5- in. Pots50.00

EPIPHYLLUM—Christmas Cactus

Truncatum. The increasingly popular Christmas plant, flowering in December and January.
2 1/4-in. Pots, Doz.....\$1.35 100.....\$10.00

FERNS IN FLATS

For spring and summer delivery.

These flats contain about 200 plants each, only one variety being in a flat, and we cannot supply less than a full flat of any one sort.

Adiantum Cuneatum	Pteris Mayii
Adiantum Hybridum	Pteris Ouvardi
Aspidium Tsussimense	Pteris Rivertoniana
Cyrtomium Rochfordianum Compactum	Pteris Serrulata
Pteris Adiantoides	Pteris Serrulata Cristata
Pteris Alexandrae	Pteris Tremula
Pteris Argyraea	Pteris Victoriae
Pteris Cretica Albo Lineata	Pteris Wilsoni
Pteris Magnifica	Pteris Wimsetti
	Pteris Wimsetti Multiceps

Any of the above varieties\$3.50 per Flat
10 Flats or More\$3.25 per Flat

We cannot supply less than a full flat of a variety.

SEEDLING FERNS

POLYSTICHUM COREACEUM and POLYPODIUM MANDAIANUM—Young Seedlings

We can furnish a limited quantity of these two varieties from flats, summer delivery.
Per Flat\$5.50

FERNS

Generally deliverable in quantity May-June; however, we can frequently supply same throughout the year.

We have made a contract with one of the foremost Fern Specialists to supply us with a fine, clean stock.

Nephrolepis Bostoniensis, 2 1/4-inch pots.

Dwarf Boston. 2 1/4-inch pots.

Scottii. 2 1/4-inch pots.

Roosevelt. 2 1/4-inch pots.

Teddy, Jr. 2 1/4-inch pots.

Verona. 2 1/4-inch pots.

Whitmani. 2 1/4-inch pots.

F. O. B. Eastern Shipment.

Price of the above:

100.....\$7.00	1,000.....\$60.00
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FICUS ELASTICA—Rubber Plants (Moss Rooted Cuttings)

Our source of supply for Ficus Elastica, Moss Rooted Cuttings, is second to none. They are produced by a grower who specialized in this line in Europe for a long period and who has operated in Louisiana for several years. This grower is thoroughly conversant with the needs of the American trade and understands the packing of this item so that stock will reach customer in first-class condition. We can supply above in large volume. Prices on application.

New and Valuable Geranium—"LOUISE"

Following is excerpt from the "Florists' Review," issue July 2, 1931:

(See illustration to left)

During recent years, many geraniums have entered the commercial trade, superseding older forms and rightly receiving great acclaim, because of their remarkably improved characteristics. The latest newcomer being heralded is "Louise," originated by William Altman, Sheboygan, Wis., whose planting of the variety is shown in the illustration on this page.

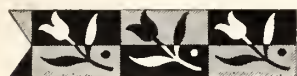
This geranium has been watched for two years, during which time it has continued to show the qualities that make it worth dissemination. Resembling Ricard, Louise is of a more vivid scarlet color, has larger flowers and comes more double than the former. An early bloomer, it grows strong, with rich, dark green foliage that has a lustrous sheen. It can be finished for Mother's Day, as well as Memorial Day, and, because of its free-blooming characteristic, has few equals for bedding work.

The American Bulb Co., Chicago, has obtained the exclusive disseminating rights from the originator and will supply stock of the variety to the trade during the coming season.

Price:

Rooted Cuttings, 100...\$7.00	1,000...\$65.00
2 1/4-in., 100....\$10.00	1,000....\$90.00

EARLY ORDERS FOR "TABLE FERNS" ALWAYS ADVISABLE AS OUTPUT IS GENERALLY SHORT OF DEMAND.



PLANTS FOR MINIATURE GARDENS



SUCCULENTS AND ALLIED SUBJECTS

The demand for plants suitable for miniature garden work is steadily on the increase. Every florist should offer these unusual plants to his trade—they will pay him handsome returns. Succulents are here to stay because of their wonderful lasting qualities and we have found them to be the best plants for house culture. This list covers a most complete line of plants that are suitable for use either in miniature gardens or as individual pot plants. We call your attention to the special collections which are reasonable in price and include the best selling items.

- | | |
|-------------------------|--------------------------|
| 1—Sedum Acre | 8—Crassula Arborescens |
| 2—Holly Fern | 9—Boxwood |
| 3—Sansevieria Zeylanica | 10—Nandina |
| 4—Aspidium Fern | 11—Chinese Evergreen |
| 5—Sedum Glaucum | 12—Sansevieria Laurentii |
| 6—Oleander | 13—Sansevieria Laurentii |
| 7—Ophiopogon | 14—Sansevieria Zeylanica |
| | 15—Christmas Cactus |

Rooted
and
Unrooted
Cuttings
of
Some
Eighty
Varieties
of
Succulents
and
Allied
Subjects
are
in Supply
for

Shipment
from
Specialist
Grower
in
California

—
Please
Write
for
Special

Price
List
of this
Line

ALL F. O. B. SHIPMENT, MIDDLE EAST.

	Per 12	Per 100
Aloe	\$3.25	\$25.00
Anacampseros Lancelata	2.75	20.00
Anthericum Variegatum	1.00	7.00
Aspidium Fern	.85	6.00
Buxus Sempervirens	1.00	7.00
Chinese Evergreen	2.00	15.00
Chinese Evergreen, Large	3.25	25.00
Cotyledon Orbiculata	2.75	20.00
Crassula Arborescens, 2 1/4-inch	1.25	8.50
Crassula Arborescens, 3-inch	2.75	20.00
Crassula Arborescens, 4-inch	4.00	30.00
Crassula Lycopodioides	1.50	10.00
Crassula Monticola	2.75	20.00
Crassula Perfolia	2.75	20.00
Crassula Pseudolycopodioides	1.50	10.00
Crassula Tetragona	1.50	10.00
Cyrtomium (Holly Fern)	.85	6.00
Echeveria Globosa	1.50	10.00
Echeveria Metallica	2.75	20.00
Echeveria Secunda Glaucia	1.50	10.00
Echeveria Weinbergii	2.00	15.00
Epiphyllum (Christmas Cactus)	1.20	8.00
Euonymus Japonica	1.00	7.00
Euonymus Japonica Variegata	1.00	7.00
Euphorbia Splendens	2.00	15.00
Ferns—Dish Varieties	.85	6.00
Moss Fern—Selaquinella	.85	6.00
Festuca Glaucia (Blue Fescue Grass)	1.50	10.00
Grevillea Robusta	.80	5.00
Hexia—Irish Moss or Baby's Tears	1.20	8.00
English Ivy	.85	5.50
Variegated English Ivy	1.75	12.00
Kalanchoe Flammula	2.75	20.00

ALL F. O. B. SHIPMENT, MIDDLE EAST.

	Per 12	Per 100
Kalanchoe Marmorata	\$2.75	\$20.00
Kalanchoe Tubifolia	2.75	20.00
Kleinia Ficoidea	2.00	15.00
Mesembryanthemum Deltoidea	1.50	10.00
Mesembryanthemum Aquilifoliala	2.00	15.00
Mesembryanthemum Echinatum	2.00	15.00
Mesembryanthemum Lehmanii	2.00	15.00
Nandina Domestica	1.50	10.00
Ophiopogon Japonica	1.20	8.00
Oleander	1.00	7.00
Pachysandra Terminalis	1.00	7.00
Peperomia Obtusifolia	2.00	15.00
Portulacaria Afra	1.50	10.00
Saxifraga Sarmantosa	.80	5.00
Sansevieria Zeylanica	1.50	10.00
Sansevieria Zeylanica (Larger Plants)	2.75	20.00
Sansevieria Laurenti	3.25	25.00
Sansevieria Laurenti (Larger Plants)	6.50	60.00
Sedum Acre	1.00	7.00
Sedum Adolphii	2.75	20.00
Sedum Album	1.00	7.00
Sedum Dendroideum Crystata	2.00	15.00
Sedum Fosteriana	1.00	7.00
Sedum Glaucum	1.00	7.00
Sedum Pachyphyllum	2.75	20.00
Sedum Sarmantosum	1.00	7.00
Sedum Spurium	1.00	7.00
Sedum Stahlia	1.50	10.00
Sedum Treleasei	1.50	10.00
Sempervivum Cooperii	2.00	15.00
Sempervivum Globifera	1.50	10.00
Sempervivum Haworthii	2.00	15.00
Sempervivum Tectorum	1.50	10.00

The above are furnished from 2 1/4-inch pots unless noted otherwise.

Realizing that many florists are unacquainted with most of these plants, we are offering three special collections of Miniature Garden plants. These collections include the best selling plants and are exceptional values in every particular.

\$10.00

\$15.00

\$25.00

IN ORDERING, STATE MINIATURE GARDEN COLLECTION.

(SEE NEXT PAGE FOR CONTINUED LIST AND ILLUSTRATIONS.)



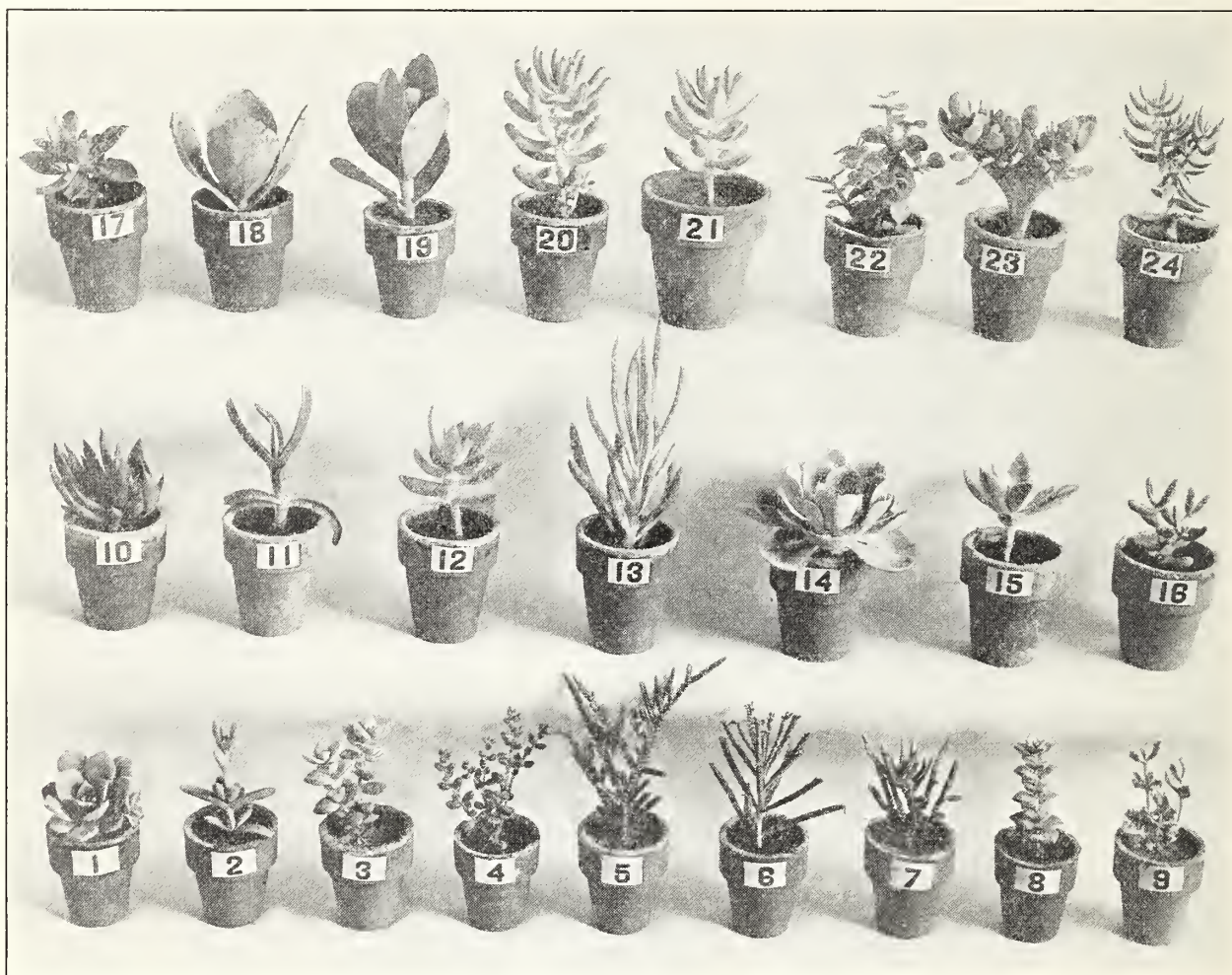
Pot
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as Listed
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Shipped
from
Our
Growing
Station
in the
Middle
East

—
Rooted
and
Un-Rooted
Cuttings
Forwarded
from
Specialist
Grower
in
California

—
Special
Price
List
of
Rooted
and
Un-Rooted
Cuttings
Furnished
upon
Application

PLANTS FOR MINIATURE GARDENS

SUCCULENTS AND ALLIED SUBJECTS—Continued



- 1—SEMPERVIVUM HAWORTHII
- 2—MESEMBRYANTHEMUM LEHMANII
- 3—CRASSULA MONTICOLA
- 4—SEDUM STAHLII
- 5—CRASSULA LYCOPODIODES
- 6—KALANCHOE TUBIFOLIA
- 7—CRASSULA PSEUDOLYCOPODOIDES
- 8—CRASSULA PERFOSSA
- 9—MESEMBRYANTHEMUM DELTOIDES
- 10—ANACAMPSEROS LANCELATA
- 11—MESEMBRYANTHEMUM AEQUILATERALA
- 12—SEDUM ADOLPHI

- 13—KLEINIA FICOIDES
- 14—ECHEVERIA SECUNDA GLAUCA
- 15—ECHEVERIA WEINBERGII
- 16—MESEMBRYANTHEMUM ECHINATUM
- 17—SEMPERVIVUM COOPERII
- 18—KALANCHOE MARMORATA
- 19—KALANCHOE FLAMMEA
- 20—SEDUM TRELEASEI
- 21—SEDUM PACHYPHYLLUM
- 22—PORTULACARIA AFRA
- 23—SEDUM DENDROIDEUM CRYSTATA
- 24—CRASSULA TETRAGONA

(See preceding page for prices)

SPECIAL NOTE: We are in position to supply some eighty varieties of Succulents and Allied Subjects in rooted and un-rooted cuttings for shipment from a specialist grower in California. Please write for special price list of this line.—A. B. C.



POINSETTIA—"Oak Leaf"

HYDRANGEAS

The Better French and Dutch Varieties.

For Easter, Mother's Day and Memorial Day forcing. Fall delivery. Pot-grown and especially prepared for early forcing.

We now supply this important plant item to many of the largest growers in the U. S. A.—in some instances in carload lots. Our grower invariably finishes them A-1 and we can furnish the various sizes in the most saleable varieties.

4-in., 5-in., 6-in., 7-in.....WRITE FOR PRICES

IMPATIENS

Holstii. Brilliant vermillion; fine.

Pink Beauty. Same as above, except salmon-pink flowers; purple eye.

Sultani. This makes a very shapely plant, and is in bloom continuously the year around, outdoors or indoors, even in the small plants three or four inches high. The bloom is a bright red, and comes so profusely as to almost cover the entire plant; very desirable.

White Lady. Beautiful white with lavender tint.

2 1/4-in. Pots, Doz.....75c 100.... \$5.00 1,000.....\$45.00

IVY—Hardy English

Hardy English Ivy. Evergreen with dark, glossy, green leaves.

2 1/4-in. Pots, Doz.....75c 100.... \$5.50 1,000.....\$50.00

4-in. Pots, Doz.....\$3.50 100.....\$25.00

ENGLISH IVY—The New Variegated

A new introduction that is fast becoming popular. Every florist using English Ivy will be handling this new type. It is decidedly worth while.

2 1/4-in. Pots, Doz.....\$2.00 100.....\$12.50

POINSETTIAS

"THE BETTER VARIETIES"—STOCK PLANTS—
SPRING, 1932 DELIVERY

The Poinsettia Now Holds the Same Place in the Floral Kingdom at Christmas Time as Does the Lily at Easter Time

We have contracted with a specialist grower in California to supply us with field plants for propagating purposes and offer same at prices indicated below. Growers should, we believe, arrange for new "poinsettia blood" every second year at least, and this, "full of pep" field-grown California stock is just what you should have to keep your plant quality up to the mark.

VARIETIES AND PRICES (Stock Plants)

Oak Leaf, St. Louis, Henrietta Ecke. Blotched and white, \$15.00, \$25.00, \$35.00 and \$50.00 per 100, according to size.

(NOTE: The variety "Henrietta Ecke" will produce double flowers if propagated early.)

Mrs. Paul Ecke—"The Velvet Oak Leaf," and accepted as the best red Poinsettia, \$35.00, \$50.00 and \$75.00 per 100, according to size.

True Red. Pink and Early, \$15.00, \$18.00, \$25.00 and \$30.00 per 100, according to size.

SPECIAL NOTE: A SAVING FOR YOU

On all orders for Poinsettia stock plants placed before February 20th, freight will be prepaid to Chicago, Pittsburgh or New York, after which time prices quoted above are F. O. B. shipment, California.

POINSETTIAS

from 2 1/4-inch pots produced by a specialist.
Delivery June and later. Price on application.

EARLY ORDERS FOR POINSETTIA STOCK PLANTS WILL MAKE A SAVING FOR YOU IN FORWARDING CHARGES

PALMS

Of Exceptional Quality and Value

KENTIA FORSTERIANA

We bring through to Chicago during the spring and fall seasons, Kentia Forsteriana Palms in carload lots from Bassett and Washburn's forty-acre California Palm Nurseries, and are prepared to furnish same in small units f. o. b. Chicago. (See page 51 for sizes and prices.)

PETUNIAS

Double Petunia "Royal Purple." A most desirable Mother's Day pot plant. Also exceptional for window box decoration and bedding. Is, we believe, the most outstanding and valuable double purple Petunia on the market today. From 2 1/4-inch pots.

25 Plants\$3.50
50 Plants or more at\$12.00 per 100

Double Petunia "Rosy Morn." This beautiful small flowered double pink Petunia has come into the greatest favor and up to the present time we have not been able to supply the unusual demand for same. One of our specialist growers has, however, propagated several thousand plants and we expect to be in position to furnish them in quantity for some period of time.

2-inch.....\$7.00 per 100

PHILODENDRON CORDATUM

(Illustrated below)

This climbing genus has been grown in botanical gardens for the past twenty years and of recent years has been taken up by the florists' trade in a large way, since this plant adapts itself unusually well to the unnatural conditions of the average home better than most any other plant.

A very large demand has ensued from the public. It is particularly suitable for sun parlor decoration, but does equally well in any part of the house, even in comparatively dark situations. Can be grown successfully in pots or hanging baskets, but seems particularly "happy" in wall pockets (see illustration on this page). Florists have found an unusually large demand for this valuable trailing vine and it can be merchandised with the assurance of giving utmost satisfaction with a minimum of care, when grown in pots and placed on brackets or shelves in the show windows. It furnishes a beautiful "green atmosphere" and attracts no little attention. Try out this valuable plant in a merchandising way; we are sure you will follow with a repeat order in a short time.

2 1/2-inch.....\$15.00 per 100

Larger sizes quoted on application.

F. O. B. Shipment Mo. 25 plants at 100 rate.

Note: We do not supply a smaller number of plants than 25.

PRIMULA OBCONICA

"M and M" Large Flowering Strain. The flowers are unusually large and well formed, foliage of heavy dark green texture—plants grow compact and bushy and altogether provide stock that usually "Sells on Sight." 2 1/2-inch strong plants supplied in season.

100.....\$6.50 1,000.....\$60.00
250 plants at 1,000 rate.



BABY ROSES—Two Plants to the Pot. Ideal for Easter and Mother's Day Sales.

FLORISTS' FORCING ROSES

Roses forced in pots for Easter and other spring holidays have increased greatly in number in the past few years. No plants are more attractive. Through contract arrangements with specialist growers we are in position to supply strong two-year-old budded stocks of the highest quality and in the most up-to-date varieties at market price.

CLIMBING OR TRAILING VARIETIES

Eugene Jacquet, Roserie, Tausendschon, Marie Gouchalt, and all worth-while varieties.

"BABY" VARIETIES

Ideal, Mme. Levavasseur, Erna Teschendorf, Magnifique, Triomphe d'Orleans, etc., etc.

MISCELLANEOUS ROSES FOR POT PLANTS

Hybrid Perpetual. (Leading varieties such as Magna Charta, Paul Neyron, etc.)

Hybrid Tea. (Leading varieties.) Two-year-old budded stock.

All orders for Roses booked at market price.



PHILODENDRON CORDATUM

A Particularly "Hardy" Trailing Vine for Home, Conservatory or Store

PRIMULA MALACOIDES—"ERIKSSONI." A MOST ACCEPTABLE POT PLANT.



STRELITZIA "BIRD OF PARADISE" FLOWER

Grown for the banana-like foliage and the very odd, showy flowers, blooms are lasting and attract a great deal of attention from the public. Especially recommended for retail store and conservatory decoration.

2 1/2-inch Pots	\$2.25 each	\$24.00 per dozen
4-inch Pots	3.75 each	42.00 per dozen
6-inch Pots	7.50 each	84.00 per dozen
7-inch and 8-inch Tubs	11.50 each	
Larger plants in tubs, with one to ten growths.....		\$11.50 per growth
All F. O. B. shipment California.		

HARDY PERENNIAL PLANTS

A Most Complete Collection for Cut Flowers and Rock Gardens
(See list in this catalogue)

SANSEVLERIA ZEYLANICA—

Zebra Plant

A beautiful plant, specially adapted for the decoration of drawing room and halls, as it stands dust and drought with immunity and requires scarcely any water. The leaves are beautifully striped crosswise with broad, white variegations on a green ground.

	Doz.	100
2 1/4-in. Pots	\$1.50	\$10.00
3-in. Pots	3.00	20.00

NOTE: The above are ready for merchandising.

SANSEVERIAS for "Growing On"

Zeylanica	Per 100
Small rosette type	\$ 6.00
Large rosette type	10.00
Small straight leaf type	5.00
Large straight leaf type	15.00
Laurentii	
2 and 3 leaf plants	35.00

SPIRAEA CLUMPS FOR FORCING

Spiraea, previous to the U. S. embargo, were in great favor with the trade, after which because of the difficulty in obtaining satisfactory quality roots, these desirable plants lost their vogue to a large extent. Now, however, roots equal, if not superior, to stock formerly imported, are obtainable, and at a price that is bound to bring back this old favorite to popular demand. Spiraeas provide a very satisfactory blooming plant at very low cost, especially for Easter and Mother's Day sales.

SPIRAEAS

(November-December Delivery)

Extra fine two-year-old clumps.
America. Lilac rose.
Gloria Superba. Deep pink.
Gladstone. White.
Peach Blossom. True peach blossom color with red stamens.
Queen Alexandra. Improved. Soft, light pink.
Prices on application.

"Scarlet King"
a new Verbena
of much merit

VERBENAS

"Beauty of Oxford"
provides a desirable
Mother's Day plant

Excerpt form Florists' Review

"If you had this Verbena in bloom for Mother's Day, just past, you know that it was much admired and most likely you cleaned up on all the plants that were in bloom. There isn't a more showy Verbena, and even some of our lady customers who usually care only for what they call pastel shades, fall in love with them; the color of the flowers is so vivid and bright that everything else pales beside them. The plants for Mother's Day can either be grown in 2 1/2-in. or 3-in. pots and when in bloom made up into pans or plant boxes, or five plants out of 2's or 2 1/4's can be planted into 8-in. pans five weeks or so before Mother's Day; have it in mind next year. If you have small stock on hand in 2 1/2's don't let it suffer in such; give it a shift into 3's or 3 1/2's and pinch back. Such plants will quickly branch out and inside of a few weeks will be in full bloom. Of course, if you can dispose of your small stock in bloom now at a good price, let it go, but if you happen to have more than you need right away, it will pay you, even at this late date, to pinch back and shift."

The Mother's Day Verbena

"BEAUTY OF OXFORD"

Cerise - red. The large - flowering, free-blooming Verbenas (especially "Beauty of Oxford", cerise-red) are now indispensable to the florist doing a retail business.



VERBENAS, in the Better Kinds

VERBENAS

Rooted cuttings and 2 1/4 inch.

True Beauty of Oxford, R. C., cerise-red; king of all Verbenas.			
100.....	\$2.00	1,000.....	\$18.00
True Beauty of Oxford, 2 1/4 inch.			
100.....	\$5.00	1,000.....	\$45.00
True Pink Beauty of Oxford, R. C., same size bloom as above.			
100.....	\$2.00	1,000.....	\$18.00
True Pink Beauty of Oxford, 2 1/4 inch.			
100.....	\$5.00	1,000.....	\$45.00
Helen Willmott, Salmon-pink, R. C.			
100.....	\$2.00	1,000.....	\$18.00
Helen Willmott, 2 1/4 inch.			
100.....	\$5.00	1,000.....	\$45.00
Grandiflora Royale, Rich, deep royal blue; large, creamy yellow eye; enormous size, R. C.			
100.....	\$2.00	1,000.....	\$18.00
Grandiflora Royale, 2 1/4 inch.			
100.....	\$5.00	1,000.....	\$45.00
Gigantea Alba, Pure white, R. C.			
100.....	\$1.50	1,000.....	\$12.50
Gigantea Alba, 2 1/4 inch.			
100.....	\$5.00	1,000.....	\$45.00
Purple, True shade, R. C.			
100.....	\$1.50	1,000.....	\$12.50
Purple, 2 1/4 inch.			
100.....	\$5.00	1,000.....	\$45.00
Improved Helen Willmott, Salmon-pink, R. C.			
100.....	\$2.00	1,000.....	\$18.00
Scarlet King (New), Extra large bloom, bright red, creamy eye. Very sturdy grower, R. C.			
100.....	\$2.50	1,000.....	\$20.00
2 1/4-inch, 100.....			\$6.00

Clean, healthy stock, proper packing guaranteed.

VINCA MAJOR VARIEGATA

Field Clumps. Well variegated.		
Doz.....	70c	100...\$5.50 1,000...\$50.00

VINCA MAJOR ROOTED LAYERS

No orders filled for less than 100.		
100.....	\$1.75	1,000.....\$15.00



Florists' Requisites

CANE STAKES—Japanese

We import these in carload lots and usually are in position to supply same the year round. Hot water treated before being dyed, and which prevents fungus and premature decay.

Green Dyed. 1 1/2-foot, 2,000 to a bale.		
Bale...	\$4.00 100...50c	1,000...\$2.75
Green Dyed. 2-foot, 2,000 to a bale.		
Bale...	\$5.50 100...75c	1,000...\$3.35
Green Dyed. 2 1/2-foot, 2,000 to a bale.		
Bale...	\$6.50 100...85c	1,000...\$3.85
Green Dyed. 3-foot, 2,000 to a bale.		
Bale...	\$7.50 100...\$1.00	1,000...\$4.25
Green Dyed. 3 1/2-foot, 2,000 to a bale.		
Bale...	\$9.50 100...\$1.10	1,000...\$5.25
Green Dyed. 4-foot, 2,000 to a bale.		
Bale...	\$11.50 100...\$1.20	1,000...\$6.25
Natural. 5-foot, 2,000 to a bale.		
Bale...	\$14.00 100...\$1.35	1,000...\$8.00
Natural. 6-foot, 2,000 to a bale.		
Bale...	\$16.00 100...\$1.50	1,000...\$9.00
Carnation Staples. "Pillsbury." 1,000...	.35c	
Chenille. All standard colors. 12-yd. rolls.		
Each...	45c Doz...	\$4.50

CHIFFON

Chiffon. Bolts 40 to 45 yards. French, 6-inch, all colors. Yard...		6c
Chiffon, Valley. 6-inch, all colors. French. Yard...		8c
Chiffon, Elephant Gauze. Metalline, moisture-proof, 6-inch, 40-yd. bolts. Yard...		5c
Chiffon. Pattern No. 2050. 40-yd. bolts. White, yellow, pink, lavender, Nile, orchid. Yard...		5c
Chip Mats. Plain colors and plaid checks. Doz...	\$1.00	100...\$6.00
Clips, Bulldog. Box of 1,000...	.75c	Carton of 10,000...\$6.50
Clips. Rose Everlasting. Box of 1,000...	\$3.75	10 Boxes...\$36.50
Crepe Paper. Papyrus Waterproof. Original reliable brand. All colors. Roll...	.35c	Doz...\$3.60 100...\$26.00
Corsage Shields. All colors. Doz...	\$2.25	Gross...\$20.00

CYCAS LEAVES

	Per 10	Per 100
8 to 12	\$0.35	\$ 2.75
12 to 16	.40	3.00
16 to 20	.50	4.00
20 to 24	.60	4.50
24 to 28	.65	5.25
28 to 32	.75	6.50
32 to 36	.85	7.50
36 to 40	1.00	9.00
40 to 44	1.10	9.50
44 to 48	1.25	11.50

EASELS, WOOD

	Per Doz.
30-inch	\$4.00
36-inch	4.25
42-inch	4.75
48-inch	5.50
54-inch	6.50
60-inch	7.50

FERTILIZERS

(See following page.)

GALVANIZED STEEL WIRE STAKES

Gauge No. 9 Per 1,000	Gauge No. 8 Per 1,000
1 1/2 ft.	3 1/2 ft.
2 ft.	4 ft.
2 1/2 ft.	5 ft.
3 ft.	6 ft.

GREENING PINS

New Philly.	
Box of 10 Lbs....	\$2.00 10 Boxes...\$19.00

HOSE, ELECTRIC

	50 ft.	100 ft
3/4-inch, per foot	\$.22	\$0.21
Coupling extra. Each		.25c

HOSE COUPLER—"Rain King"

Prices for 3/4-inch Hose.

	Each
Complete Coupler	\$.60
Female, half only	.35
Male half only	.25

For 1-inch Hose

	Each
Complete Coupler	\$.80
Female half only	.45
Male half only	.35

HYACINTH STAKES—See Match Sticks

INSECTICIDES

(See last page.)

LABELS

4-inch, packed 1,000 to carton.	
Plain, 1,000...	\$1.50 Painted, 1,000...\$1.95
5-inch, packed 1,000 to carton.	
Plain, 1,000...	\$1.80 Painted, 1,000...\$2.35
6-inch, packed 1,000 to carton.	
Plain, 1,000...	\$2.00 Painted, 1,000...\$2.65
8-inch, packed 250 to carton.	
Plain, 1,000...	\$5.50 Painted, 1,000...\$6.00
10-inch, packed 250 to carton.	
Plain, 1,000...	\$6.00 Painted, 1,000...\$7.00
12-inch, packed 250 to carton.	
Plain, 1,000...	\$6.50 Painted, 1,000...\$8.50
Tree Labels. 3 1/2-inch copper wire.	
Plain, 1,000...	\$2.10 Painted, 1,000...\$2.50

LYCOPodium

Dyed. 10-lb. cartons. Carton...	\$2.35
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MAGNOLIA LEAVES (Dr. Dux)

We supply this well known brand in brown, purple and green.

Carton	\$ 1.65
5 carton lots, per carton	1.60
Red, per carton	2.00
Bulk, green or purple, per 100-lb. case..	21.00

MATCH STICKS (Hyacinth Sticks)

	Per 1,000
Dyed Green. 12-inch	\$1.60
Dyed Green. 18-inch	2.50

MOSS SHEET

For covering window bases, lining hanging baskets, etc.

Sack..	\$2.25	5 Sacks..	\$10.00	10 Sacks..	\$17.50
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PAPER

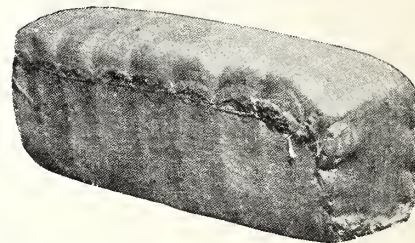
Tissue, American Beauty, 24x36 in.	
400 shs.....	\$1.35 4,000 shs.....\$11.50
Green Wax, 24x36 in.	
400 shs.	2.20
Green Wax Paper. 3-inch rolls; a timesaver and no waste; 12 lbs. to a box.	
Box of 12 rolls.....	\$2.15

PITTSBURG ROSE NOZZLE

The ideal Spray for reaching underside of Roses and other plants. Each.....\$1.75

SPHAGNUM MOSS

We are headquarters for this important florists' item.



Quality and Condition of Sphagnum Moss are Very Important

To get 100 per cent benefit and satisfaction from sphagnum, you must use moss of the right quality—clean, properly gathered, of good fibre, and free from grass, twigs and other foreign substances.

An important item with us. We can supply by single bale or carload throughout the year; harvested in Wisconsin district, free from sticks and foreign matter. We believe buyers of this item in quantity will find that shipment F. O. B. Wisconsin will prove more economical than routing same from Chicago.

PRICES

	F.O.B. Chgo.	F.O.B. Wis.
1 bale, per bale.....	\$1.25	
5 bales, per bale.....	1.10	\$0.95
10 bales, per bale.....	1.00	.80
25 bales, per bale.....	.95	.75
50 bales, per bale.....	.90	.70

(All prices subject to change without notice.) We will be glad to quote larger quantities on application.



FLORISTS' REQUISITES

GENUINE GERMAN IMPORTED PEAT MULL

Many consider this a superior article for greenhouse use.

	F. O. B. New York	F. O. B. Chicago
Single bales	\$3.00	\$4.00
5 bale lots, per bale	2.85	3.75
10 bale lots, per bale	2.80	3.50
25 bale lots, per bale	2.75	3.25

POTS—Neponset

(Water-proof paper flower pots.) Light in weight and unbreakable. The ideal pot for transplants and shipping.

Size	Original Crate Contains	Price per 1,000
2 -inch	1,000	\$4.05
2 1/4 -inch	1,000	4.20
2 1/2 -inch	1,000	4.65
3 -inch	1,000	5.95
3 1/2 -inch	1,000	7.45
4 -inch	500	9.20
5 -inch	500	14.25
6 -inch	500	19.10

POTS—Neponset Black

Size	Original Crate Contains	Price per 1,000
2 1/2 -inch	1,000	\$5.45
3 -inch	1,000	7.15
4 -inch	500	11.25

RAFFIA—Natural

Best grade.	
Lb. 35c	10 Lbs. 30c per lb.
50 Lbs. 28c	100 Lbs. 26c per lb.
Per bale of 220 lbs.	25c per lb.
(Subject to change)	

RIBBONZENE BON TON

All colors.	
500-yard spool.	\$1.50

RIBBONS

Novelty Pot Ties, tinsel striped. All colors.	
Yard	50c

SHOWER RIBBON

No. 2 white, picot edge.	
50-yd. bolts. \$1.50	Doz. bolts. \$1.25 each

RUSCUS—A No. 1 Quality

Dyed red or green.	
5 Lbs. 75c	10 Lbs. 65c per lb.
25 Lbs. 60c per lb.	50 Lbs. 55c per lb.
100 Lbs.	50c per lb.
Metallic. Silver, gold, rose-gold, silver-green, silver-blue, silver-lavender.	
Lb. \$1.25	10 Lbs. \$1.10 per lb.
Autumn or Woodland.	
Lb. \$1.00	10 Lbs. 95c per lb.
Tinted. Gray, lavender, green and pink.	
Lb. 90c	10 Lbs. 75c per lb.
German Statice—White. Best Statice on market. Imported by us direct from Germany.	
Lb. 60c	10-Lb. lots. 55c per lb.
25 Lb. lots	50c per lb.
Crate of 110 lbs.	40c per lb.

THREAD—Green. "Best Yet"

Box of 8 spools. \$1.15	6 Boxes at. \$1.10
12 Boxes at.	\$1.05 each

TINFOIL

Plain 5-inch, 6 inch and 7-inch.	
Lb. 25c	10 Lbs. \$2.00
Green.	100 Lbs. \$15.00
Lb. 45c	10 Lbs. 38c per lb.

TOOTHPICKS

(Wired.)	
Plain box, 10,000.	\$ 2.35
Plain box, 50,000.	10.25
Green box, 4,500, 4-inch	3.00
Green box, 3,000, 6-inch	2.50
Green box, 8,000, 3-inch	3.40

PLANT TUBS—Green

Made of white pine, the ideal wood for the purpose, and painted inside and out with linseed oil paint, two coats. Murdock plant tubs will withstand out-door exposure for an indefinite period of time.

Finished in dark green, these tubs harmonize with their natural surroundings and do not detract from plants or shrubbery which they contain.

Hoops are made from heavy wire, electrically welded, and three are used on all but Nos. 1 and 2. Tubs are snugly put together with expert workmanship. Packed to prevent marring in shipping.

Inside Dimensions

No.	Top Diam.	Bottom Diam.	Depth	Wt. per doz.	Price each
1	6-in.	5 -in.	6-in.	16 lbs.	\$0.55
2	7-in.	5 -in.	7-in.	20 lbs.	.60
3	8-in.	6 -in.	8-in.	29 lbs.	.65
4	9-in.	7 -in.	9-in.	36 lbs.	.70
5	10-in.	7 1/2 -in.	9-in.	38 lbs.	.85
6	11-in.	8 1/2 -in.	10-in.	44 lbs.	1.05
7	12-in.	9 -in.	11-in.	50 lbs.	1.25
8	13-in.	10 -in.	12-in.	60 lbs.	1.60
9	14-in.	11 -in.	13-in.	72 lbs.	1.90
10	15-in.	11 1/2 -in.	14-in.	90 lbs.	2.00
11	16-in.	12 1/2 -in.	15-in.	120 lbs.	2.25
12	17-in.	13 1/2 -in.	16-in.	156 lbs.	2.65
13	18-in.	14 1/2 -in.	17-in.	162 lbs.	3.20
14	19-in.	15 1/2 -in.	18-in.	170 lbs.	4.00
Fern	7 3/4 -in.	6 3/8 -in.	5 1/2 -in.	16 lbs.	.30
Special 9	-in.	6 1/8 -in.	6 1/2 -in.	20 lbs.	.40

*For height over all add one inch to inside depth.

Packed 6 in a stack.

All prices F. O. B. Eastern Shipment.

Special quotations made for quantity purchase please write us about your requirements.

TWINE—Cotton

5-lb. sacks, 3- to 4-ply.	
Lb.50c

WIRE

12 lbs. to box, cut 12-inch and 18-inch.	
No. 18.	\$1.15
No. 20.	1.35
No. 22.	1.60
No. 24.	2.00

WIRE WORK

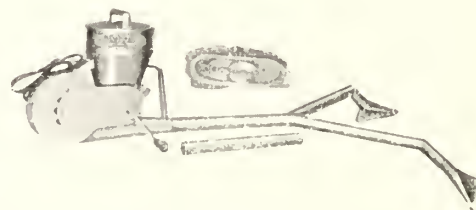
At standard prices; all designs.

COMPRESSED AIR SPRAYER

This popular compressed air sprayer is made of heavy galvanized steel or brass. Completely equipped with 22 inches of high pressure, moulded, oil resisting hose, 24-inch brass extension rod and nozzle with discs for heavy or fine sprays, also for solid stream. Tank is tested to 50% higher than working pressure and all working parts are of heavy brass tubing. Heavy threaded screw type pump cap.

Shipping weight, 11 lbs.

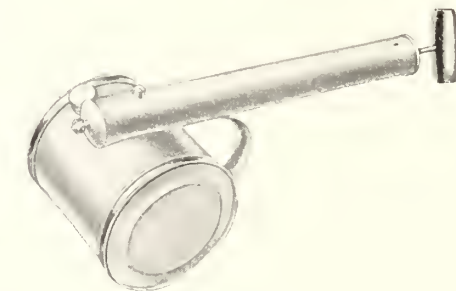
Galvanized tank \$5.00 Brass tank \$8.25



No. 1 POWER DUSTER

For dusting plants, shrubs and trees, capacity 2 to 5 lbs. Made of heavy lead coated steel with regulator for control of large or small quantity of powder, fittings are adjustable for use with single or double nozzle—powerful air blast breaks up powder into uniform dust and prevents clogging. All gears run in oil and are dust-proof. Shipping weight, 14 1/2 lbs.

Price complete \$10.00



No. 2 CONTINUOUS SPRAYER

3-quart continuous sprayer, especially suited for the spraying of nicotine, evergreen and oil sprays. New nozzle design gives a smooth, non-spitting, even spray. Made with leaded steel or brass tank. Prices:

Lead coated tank.	\$1.90
Brass tank	2.60



FERTILIZERS, INSECTICIDES, ETC.

FLORISTS' HIGH GRADE FERTILIZERS

Chicago is the "Fountain Head" for supply sold under the basis of guaranteed analysis fertilizers. All prices quoted f. o. b. Chicago, except where quoted f. o. b. New York.

Wizard Pulverized Sheep Manure, f. o. b. Chicago. 100 Lbs. \$2.65 500 Lbs. \$10.00
1,000 Lbs. \$17.00 Ton. \$32.00

Wizard Pulverized Sheep Manure, f. o. b. New York. 100 Lbs. \$3.25 500 Lbs. \$15.00
1,000 Lbs. \$26.50 Ton. \$50.00

Wizard Cattle Manure, f. o. b. Chicago. 100 Lbs. \$2.65 500 Lbs. \$10.00
1,000 Lbs. \$17.00 Ton. \$32.00

Wizard Cattle Manure, Shredded, f. o. b. New York. 100 Lbs. \$3.25 500 Lbs. \$15.00
1,000 Lbs. \$26.50 Ton. \$50.00

Rose Growers' Bone Meal. 100 Lbs. \$3.65 500 Lbs. \$13.50
1,000 Lbs. \$23.50 Ton. \$46.00

Regular Grade Bone Meal. 100 Lbs. \$3.15 500 Lbs. \$12.50
1,000 Lbs. \$23.50 Ton. \$45.00

Blood and Bone. 100 Lbs. \$3.25 500 Lbs. \$13.00
1,000 Lbs. \$24.00 Ton. \$46.00

Bone Flour. 100 Lbs. \$4.00 500 Lbs. \$18.00

Florists' Special Mixture. Highly concentrated. Rich in nitrogen, phosphorus and potash. Analysis: 6-15-9. 100 Lbs. \$4.00 500 Lbs. \$16.00

Dried Blood. 100 Lbs. \$4.00 500 Lbs. \$16.00
1,000 Lbs. \$30.00 Ton. \$58.00

Horn Shavings. Sack \$4.00 10 Sacks \$3.75 per sack

Florists' High Grade Fertilizers—Continued

Nitrate of Soda. 100 Lbs. \$4.00 500 Lbs. \$19.00
1,000 Lbs. \$34.00 Ton. \$67.00

Super Phosphate. 100 Lbs. \$2.45 500 Lbs. \$10.00
1,000 Lbs. \$18.50 Ton. \$35.00

Hardwood Ashes. 100 Lbs. \$2.45 500 Lbs. \$9.00
1,000 Lbs. \$16.00 Ton. \$30.00

Muriate of Potash. 100 Lbs. \$3.65 500 Lbs. \$16.50

Sulphate of Potash. 100 Lbs. \$4.25 500 Lbs. \$19.00

Raw Bone Meal. 100 Lbs. \$3.25 500 Lbs. \$14.00
1,000 Lbs. \$26.00 Ton. \$50.00

Floranid Urea. A highly concentrated inorganic fertilizer containing 46 per cent available nitrogen. 100 Lbs. \$10.00
50 Lbs. \$3.50 100 Lbs. \$6.00

FLORISTS' INSECTICIDES

Cyanogas. 100-Lb. Drum \$30.00
25-Lb. Tins. \$10.00 5-Lb. Tins. \$3.00

DERRISOL

An odorless, non-poisonous liquid which will control sucking insects like aphids, thrips, leaf hoppers and red spiders, also leaf-eating larvae. 10-Lb. Can. \$12.00

EVERGREEN INSECTICIDE

Non-poisonous insecticide. Kills plant insects. Harmless to man. Endorsed by experiment stations, market growers and florists.
1-oz. Bottles, doz. lots. Per dozen \$ 2.70
6-oz. Bottles, doz. lots. Per dozen 8.00
16-oz. Bottles, doz. lots. Per dozen 16.00
32-oz. Bottles. Each 3.50
1-gal. Bottles. Each 8.65

FLORISTS' INSECTICIDES

Nico-Fume Liquid. 1-lb. Can. \$2.00 4-lb. Can. \$5.85
8-lb. Can. \$10.85 40-lb. Drum \$52.50

Nico-Fume Paper. 144 Sheets. \$4.75 288 Sheets. \$8.25

Nico-Fume Powder. 5 Lbs. \$3.50 10 Lbs. \$6.15

Black Leaf 40. A concentrated nicotine solution for aphids, thrip, and red spider. Dilute 1 ounce to from 3 to 6 gallons of water.

1 Lb. \$2.50 2 Lbs. \$3.75
5 Lbs. \$7.00 10 Lbs. \$11.85

Red Arrow Insect Spray. Quart. \$6.00 Gallon \$20.00

Red Arrow Pyrethrum Soap. Quart. \$1.00 Gallon \$3.00

SEMESAN

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